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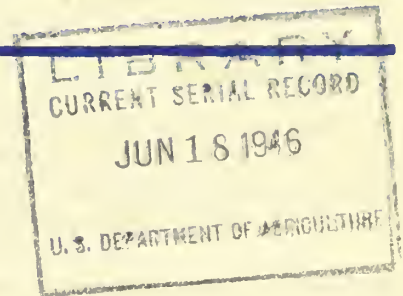
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DALLAS, TEXAS
423 Wilson Building
April 5, 1946
No. 14

Radio Round-up

A weekly service for Directors of
Women's Radio Programs



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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

"A-plus... with an A"

GREEN WITH AN "A" RATING



There is plenty of good spinach available at the lowest prices in several months...a wealth of green rolling in from several producing centers.

At present, the Norfolk area of Virginia is supplying the Atlantic Coast States and markets as far west as Detroit. The Middle West and Rocky Mountain States are receiving supplies from Texas, Oklahoma, Arkansas, Missouri, and Southern Illinois.

The Texas spinach crop will be pretty well cleared up within another week or two, but the other states mentioned will be continuing distribution through April.

Bigger crop...

Producing areas on the Pacific Coast are supplying their local markets. The spinach crop in California alone is 35 percent larger than last year. While most of this crop was grown for commercial processing, strikes in local canneries forced some of this supply onto the fresh vegetable market.

Spinach is adaptable to most luncheon and dinner menus...and its Vitamin A food value, plus low prices, make it triply acceptable.

THE BAG LIMIT

The unusually early distribution of 1945 dry beans and peas into trade channels, plus heavy exports, means that civilians will take a cut of about three-fourths in the allocation of these two foods in the next three months.

Of course, demand for dry beans and peas is normally lower in the spring and summer months. Also, there are stocks in the hands of wholesalers and retailers.

Dividing the beans...

There are only about one million bags (100 pounds each) of dry beans available for allocation to all claimants...civilian, military and foreign...in the April through June quarter.

Of this amount, civilians will receive around 900 thousand bags...or about 90 percent of the total. Our military services and territories will receive the balance. Practically no dry beans were allocated to foreign countries this quarter. However, certain countries will receive shipments promised earlier but not yet delivered.

Peas portion...

Of the some one million bags of dry peas for distribution during the next three months, civilians will get 60 thousand bags. The rest of the allocable supply of dry peas goes to our territories, to Army civilian feeding, France, other export outlets and UNRRA. With the exception of the quantity for UNRRA, all allocations are on a commercial basis.

SPEEDING THE WHEAT

Just to keep you posted on what's being done to get more wheat on the way to famine sufferers overseas, here's a brief explanation of the Department of Agriculture's recent action to speed the movement of wheat.

Now that the transportation bottleneck has been practically broken, it's important for Uncle Sam to get this wheat off the farms and on the way to the places where it's needed.

Farmer stocks...

As you probably know...in some of the wheat-growing areas of the country, farmers have been holding back their wheat from market, in anticipation of getting a higher price a little later.

To solve this problem, USDA has announced that it will buy wheat from farmers, for immediate delivery to the Commodity Credit Corporation, and will issue a certificate to the farmer for the amount of wheat sold. This certificate can be cashed at the market price for wheat on any later date the seller selects, on or before March 31, 1947.

This offer will be open to farmers until July 1 of this year, unless it is closed sooner by the receipt of enough wheat to fill the requirements.

The need is now...

In other words...there's now no particular advantage to be gained by holding wheat for a possible increase in price. Only one date for payment may be selected for any one lot of wheat, but the seller has the same opportunity to get a better price for his wheat as if he were actually holding it on his farm.

USDA hopes that this action will help bring to market immediately much more of the wheat so urgently needed in the famine-stricken areas of the world.

EUROPEAN FAMINE REPORT

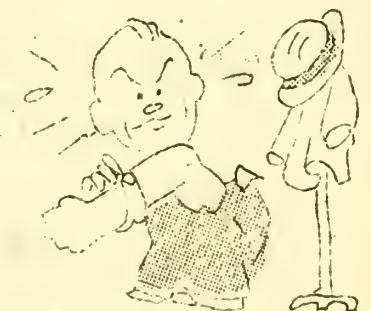
Chester Davis, chairman, Famine Emergency Committee, recently made public the report from overseas of Herbert Hoover and Dr. D. A. Fitzgerald of the Department of Agriculture.

This report shows that in the three countries visited... France, Italy and French North Africa...famine conditions are not yet so far advanced but that mass starvation can be prevented by prompt help. They urge that Americans redouble their efforts to send food abroad immediately.

Low-caloried diets...

In France, they found the total caloric content of the average diet to be approximately 1930; in French North Africa and Italy, however, the total is only 1500 calories.

"Well...what are we waiting for...let's get busy!"



They point out that all three countries are having great difficulty in maintaining the present rations of fats and sugar, and that there will have to be a cut in bread rations unless good supplies of wheat or wheat substitutes are received between April first and the time the new crop comes in.

Our 40-20 goal...

Mr. Hoover and Dr. Fitzgerald have reached the conclusion that it's vitally important for Americans to reduce the amount of bread and wheat products they use by 40 percent and of fats and oils by 20 percent, as recommended by the Famine Emergency Committee.

They feel it is only in this way that we can support the program of food shipments to the countries in such desperate need.

THOUGHT FOR FOOD

Here's a thought you might like to pass along to your listeners, when you're talking about the reasons behind the President's appeal for help for famine sufferers all over the world. It will have particular significance for those in your audience who have children of their own...and it certainly should be considered by every thoughtful listener.

One reason for feeding the children in other countries is that these children will grow up to be the adults with whom our children, as adults, will have to do business...in a peaceful world, we hope.

"As the twig is bent"...

Every parent wants to do everything possible to assure the security of his own family, and one way in which we can make this truly a better world for the children of today to grow up in is to help feed those who are starving.

Tell the parents listening to you about the comment of the village President in a small Yugoslavian town, on the arrival of the first load of grain recently. It was: "Our children eat every other day."

Tubercular danger...



Tell them that tuberculosis borders on epidemic proportions among the children of Europe, due in great part to malnutrition. In Poland...of 70,000 school children tested, 40 percent showed signs of lung disorders. In Greece, the incidence of tuberculosis has increased 4-1/2 times during the war years.

A tuberculosis expert in Glasgow predicts that many of the children in Europe will be crippled for life by tuberculosis of the bones and joints, unless they have proper treatment and care today.

Crumbs upon the waters...

Tell those listening parents that there are millions of hungry children in Europe today who are homeless, too. Poland estimates that it has more than 500,000 who are orphans or half-orphans; Yugoslavia has the same number; Greece between fifty and sixty thousand; tiny Albania 4,000; and the eastern part of Czechoslovakia alone has more than 50,000.

As Chester Davis, Chairman of the Famine Emergency Committee, said the other day... a saving of one slice of bread a meal may not seem like much to us in this country, but that saving multiplied by millions will help prevent famine overseas.

REDUCE AND CONSERVE

There never was a time when a reduction in weight...for those who are carrying around too many pounds, of course...has been more desirable, or easier to accomplish.

The request of the Famine Emergency Committee that all Americans make a 40 percent cut in the amount of wheat products they use, and a reduction of 20 percent in fats and oils, affects the two groups of food which are responsible to a great extent for most cases of overweight.

Off with unpopular pounds...

Why don't you start a new program feature...a sort of reducing class...for the spring and summer months? This is a natural for you broadcasters who talk about fashions, beauty, self-improvement, and other such personal objects. It's an idea that combines well with programs on food and cooking, too.

Most women will respond well to an appeal to open their hearts...and when it's combined with suggestions for slimming down their hips, it should be practically irresistible.

Here are some specific recommendations from USDA's Bureau of Human Nutrition and Home Economics which may be of assistance to you.

First...tell your listeners that no person who is under 20 years of age, a young mother or a person who has organic complications such as heart disease should think of reducing except under a doctor's guidance. Also, unless one is at least 10 percent above average weight, reducing is not advisable.

It's the calories...

Second, remind them that all foods provide some calories...that is, units of fuel for bodily energy. Those that pack the most are starches, sweets and fats, and when a person takes in more calories than he uses in work and play, that's where the fat begins.

Suggest that a good reducing diet in keeping with the times contains almost no grain foods, substitutes fruits and custards for baked desserts, omits fried foods and salad dressings, and uses sugar and other sweets sparingly.



"Easy on the
calories...
please."

To give proper nourishment, the diet should contain plenty of fruits and vegetables, including potatoes. The protective B vitamins contained in seed vegetables such as peas, lima beans and corn are important, too. Plenty of protein foods are required...milk, eggs, poultry and lean meat.

Patience, please...

Tell your listeners to keep up their usual activities, and not to be impatient if results are rather slow. It's better that way...nobody should lose more than a pound a week, except under a doctor's supervision. This usually can be accomplished by cutting about 600 calories a day off the regular diet.

That shouldn't require too much self-sacrifice, and the physical improvement, plus the satisfaction of helping to fight famine in the rest of the world, makes the effort really worthwhile.

THE GARDEN GOAL

During the final day of the National Garden Conference last week, a recommendation was made for a national goal of 20 million Victory gardens in 1946.

This is an increase of more than a million and a half over last year, and more gardens than were planted in any year of the war. Back of this recommendation were urgent appeals from those connected with the Famine Emergency Campaign for greater efforts than ever to help meet the food crisis.

An intensive program of home and community food preservation also was outlined at the Conference, so that all the food raised and not eaten at once can be saved against possible shortages in the coming winter.

To fight inflation...

Victory gardens afford a means of fighting inflation of food prices, according to John W. Snyder, Director of War Mobilization and Reconversion, one of the speakers at the National Garden Conference.

The Conference recommended an immediate nation-wide campaign to convince the American people of the urgency of an all-out garden effort. Governors, mayors, leaders of organizations, press and radio facilities were urged to support this drive intensively during the next few weeks. You radio women can be a big factor in making the Victory Garden Campaign a success.

PUT YOUR GARDEN ON PAPER

If you live in a part of the country where this year's Victory garden is still in the planning stage, here's a suggestion you might make to your listeners. It's good advice for you to take, yourself, if you're thinking about gardening.

Garden specialists of the U. S. Department of Agriculture suggest that everyone who's planning to have a garden this year make a definite plan...on paper...before starting any actual planting.

The pattern's important...

Any woman who's ever made a dress knows how important the paper pattern is...she wouldn't think of cutting into a piece of cloth without one. Well, gardens are so very important this year that we should be just as careful with the piece of ground intended for a garden as with the cloth for a dress.



The size of your garden plot will be governed by several factors...the amount of land you have adjoining your home, or the space you can get in a community garden...plus, of course, the time you can give to gardening. Remember it's better to have a small garden to which you can give good care than a big one you eventually neglect. In other words, be realistic in your garden planning.

Family-size...

If Dad has to take full care of the garden after working hours and on Saturday, a thirty by fifty foot plot is about the right size. This will supply the average family, and probably will give enough extra for some canning.

In a small garden, you should consider carefully the food value of the vegetables you're going to raise, and choose those that do the best job in the family diet in comparison with the room they take up.

Beans are a good choice...so are tomatoes...and you'll want leafy vegetables like chard, kale, lettuce, and cabbage. Carrots, beets and onions are good additions to the home garden...they hold an important place on the vegetable plate or in the salad bowl.

Continuous growth...

Here's another suggestion from the garden specialists:

Plan your garden so that you have a succession of crops...first those that mature early, and then others following along in orderly succession.

Sometimes it's better to plant a number of varieties that mature successively; for example...early, medium and late varieties of cabbage. A word of advice to beginners is not to plant too much of the quick-growing, short-season crops all at once.

Instead of planting the whole packet of radish seeds, for instance, plant eight or ten feet of radishes every two weeks during the early part of the season. This will supply plenty of radishes for a small family, over a long period of time...rather than bushels of radishes at one time and none at all later.

This rule applies to other crops, too...such as lettuce and spinach. And of course, nobody should plant more of anything than can be eaten or preserved before it becomes too old.

According to locality...

Such practices vary in different localities, naturally, and you might suggest to your gardening listeners that those who are new at this activity consult the old hands. They'll probably find several experienced gardeners living nearby, who will be glad to help plan the pattern for a garden. Or if the new gardener chooses, he can consult his County Agent or write to his State Agricultural Experiment Station or to the State Agricultural Extension Service for information.

Just remember this...the more careful the plan...the more efficient the "paper work"...the better the garden. And that's more important than ever in this year of world-wide food shortages.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Carrots and Irish potatoes lead this week's list of best fresh food buys, according to USDA's Production and Marketing Administration. Cabbage and celery also are good buys at most markets in the seven-state southwest area. Fruit selections are much less varied. Grapefruit remains the leader, but oranges have lost much of their recent popularity with the reduction in offerings this week.

"Best buys" at key markets...

ARKANSAS: Little Rock.....Carrots, greens, radishes, grapefruit, Irish potatoes

COLORADO: Denver.....Carrots, cauliflower, celery, lettuce, parsnips,
Irish potatoes, spinach, sweet potatoes, grapefruit,
oranges

LOUISIANA: Baton Rouge.....Irish potatoes, lettuce, celery, carrots, cabbage

New Orleans.....Irish potatoes, carrots

Shreveport.....Greens, carrots, Irish potatoes, Texas oranges and
grapefruit

NEW MEXICO: Albuquerque.....Avacados, cabbage, carrots, celery, cauliflower,
Gallup and lettuce, Irish potatoes, grapefruit, oranges
Santa Fe

OKLAHOMA: Oklahoma City....Cabbage, carrots, cauliflower, celery, lettuce,
grapefruit, oranges, lemons, Irish potatoes,
spinach

TEXAS: Fort Worth.....Bunched radishes, beets, carrots, spinach, cabbage,
grapefruit

Houston.....Irish potatoes, sweet potatoes, cabbage, citrus
fruits, beets, squash, celery, carrots

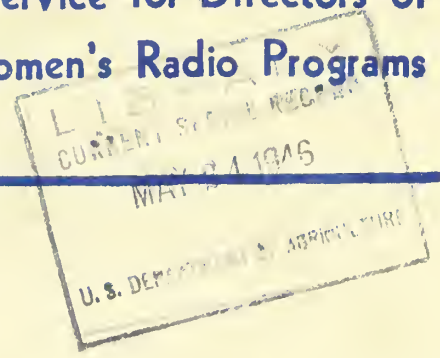
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DALLAS, TEXAS
423 Wilson Building
April 12, 1946
No. 15

Radio Round-up

A weekly service for Directors of
Women's Radio Programs



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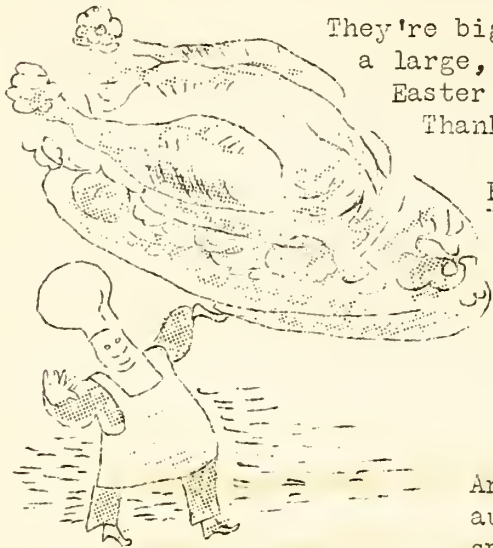
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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

THE EASTER BIRD

It might well be turkey this year...not that anybody wants to displace the traditional Easter ham, or that roast leg of spring lamb many families like for Easter dinner. It's just that we have more turkeys this spring than usual and the homemaker is likely to find poultry easier to buy than many kinds of meat.



They're big birds, too...fine for family celebrations...and a large, handsome, golden-brown roast turkey will grace the Easter dinner table with as much splendor as it does the Thanksgiving and Christmas festivities.

Fresh or storage...

There will be a great many fine turkeys from storage on the market during the next few weeks. For the most part, these will be found to be top quality birds. There will be some fresh turkey available, too because breeder hens are now being marketed.

And here's a good idea to pass along to those in your audience who feel that a turkey lasts too long in a small family. Why not share a large turkey with the people next door? You can have the turkey cut down the middle, so that each family gets an equal share of light and dark meat. For families of two or three, this provides enough turkey for several meals.

Whole or by the piece...

Remember, though, that one large bird has more edible meat and less waste than a couple of small ones which total the same weight. It means less work for the cook, too...and gives her the foundation for a number of delicious dishes from the left-overs. Turkey salad is as good as chicken salad, and there's scalloped turkey, creamed turkey, turkey in aspic...any number of good things that can be made from turkey tidbits.

Here's another idea about turkey. As you know, in some stores it can be purchased by the piece, the same as chicken. If your local stores offer turkey cut-ups, you might suggest this as a good way of having turkey in small quantities...though the price is proportionately higher, of course.

Cut-up ideas...

The food specialists of USDA have done some experimenting in the cooking of cut-up turkey. They say that one of the most satisfactory pieces is the leg and thigh, stuffed and roasted.

This portion of a 25-pound bird may be almost as large as a small leg of lamb and may supply one or even two meals for the whole family. It is more satisfactory if the bone is removed from the leg and thigh before cooking. If possible have the tendons drawn out of the legs, too.

Turkey steaks...

Turkey steaks are reported to be particularly tempting. Have the steaks cut from one-half to one-inch thick from the breast of a large young turkey. Season them with salt and pepper, roll in flour or dip in egg and crumbs. Brown them in a little fat, add one or two tablespoons of water, cover and steam them until tender. Cooking time will be from about 30 to 45 minutes, depending on the thickness of the steaks. They can be served with cream gravy...and should be good eating on Easter Sunday or any other day of the week.

AT THE FISH COUNTER

Good news on fish this week is an increase in landings of shrimp along the Gulf coast, according to the Department of Interior's Fish and Wildlife Service at New Orleans. The increase was only fair, however, and followed a period of very low production. So the larger supplies now moving into consuming channels may still not be enough to fill all demands.

Other delicacies at the fresh fish counter this week include abundant supplies of hard crabs and crab meat. Soft shell crabs and crayfish also are available. The larger markets will have turtles, which may be offered whole or as turtle meat. Also, scattered here and there, may be found some of the famed diamond-back terrapins.

Budget items...

The oyster supply has not changed much, either in the fresh market or the quantity being canned. Texas areas are fortunate enough to be receiving early supplies of red snapper, but this favorite is still scarce at most markets...along with other choice selections like spotted trout and redfish. However, some of the less well-known varieties are plentiful and make attractive good-to-eat meat foundations for meals on a budget.

CANNED FISH PROSPECTS

The 1946 pack of canned fish of all types is expected to be about 70 million pounds greater than that of last year. If that figure is realized, civilians will get a total of about 480 million pounds as compared with 410 million pounds last year.

Larger catch...

This increase in civilian supply is almost solely dependent on the larger expected catch, because government, military and relief needs for canned fish are about as high this year as last. In fact, cannors of most varieties of salmon will be required to deliver to the government 33 percent of their pack from April 1, 1946, to March 31, 1947.

Cannors of pilchards, Atlantic sea herring and mackerel and Pacific mackerel will be required to deliver 45 percent of their pack in the same period.

ONIONS BY ANY NAME

New crop Bermuda onions from Texas will be appearing in greater number at retail markets from now on. There won't be any surplus, but it's good news that the onion scarcity of the last two months is now being relieved. The Bermuda, or Spanish-type, onion is large and sweet, with either a white or yellow outer covering. It is not commonly stored, but is the type we use to top hamburgers, or as a boiled or fresh vegetable.

Acreage up...quality high...

The acreage planted to Bermuda onions in Texas is a little larger than last year, and the quality of the new crop is very high. At present these onions are selling at ceiling prices.

In addition to Bermudas, which are often considered in the dry onion classification, there are plenty of spring green onions being produced in just about all areas of the country.

PAN AMERICANA

You doubtless know that the week of April 14th is Pan American Week, the 16th annual celebration of this event. Possibly you've already made plans to include Latin American features in next week's programs, so here's some background material you may find helpful.

Pan American Day was first proclaimed in 1930, to celebrate the day in 1890 when the Pan American Union was founded. In his proclamation of March 29th, designating Sunday, April 14, as Pan American Day, President Truman pointed out that the exigencies of war have brought to the nations of the world a new realization of their independence.

Mutual good will...

This, in turn, has created a new determination to join together to achieve a just and lasting peace, which will promote and maintain the welfare, security and prosperity of all. The President went on to say that he considered Pan American Week a good time to testify to the mutual confidence and good will existing between the people of the United States and the other American republics.

Secretary of Agriculture Clinton P. Anderson has pointed out the agricultural significance of this observance, saying that inter-American cooperation is an important part of the good neighbor policy...the great common denominator of the people of the Americas..

Agriculture's role...

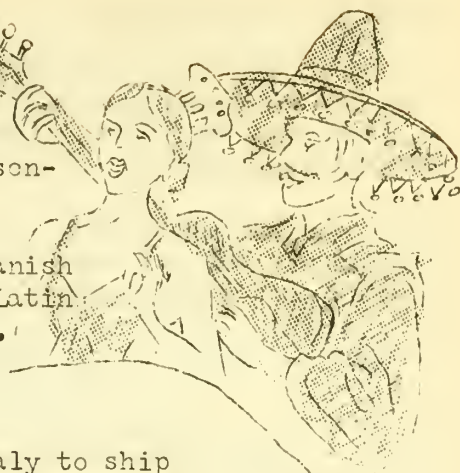
Not only do more than half the people of the Eastern hemisphere depend on agriculture for a living, but agriculture has provided much of the subject matter for the study of scientists and scholars.

Furthermore, it has been behind the development of many important public services, and has been the principal medium from which our folkways, stories and songs have sprung. Many of the great men of the Latin American countries came from farms, just as did our Washington, Jefferson, Lincoln and others.

For better living...

And, just as we produce certain farm products for sale in world markets, so do the other Americas produce things we cannot grow ourselves...coffee, cocoa, quinine, insecticides, flavorings, fibers, essential oils and rubber.

Pan American Week would be a fine time to feature Spanish and Mexican recipes and to discuss the influence of Latin America on our housing, our clothing and our customs.



OLIVE OIL TRADE

The United States has completed arrangements with Italy to ship 2,500 metric tons of soybean oil to that country in exchange for an equal quantity of Italian olive oil. (A metric ton is 2,204.6 pounds).

This exchange was made because we have a big demand for, and very limited supplies of, olive oil. The Italians need the soybean oil.

Delay factors...

It will be a few weeks before this olive oil is noticed in this country because shipping, containers, export and import contracts must be arranged. We have similar agreements with other Mediterranean countries but imports of olive oil to date have been very small, chiefly because metal containers are scarce abroad and we've had to forward them to export points.

THE VFV IN '46

You remember the VFV, don't you? That stands for Victory Farm Volunteers, the thousands of young folks from 14 to 17 inclusive who've been going from towns and cities... to work on farms during summer vacations for the past three years.

Well, USDA's Extension Service (which sponsors the VFV) hopes you'll do a bit of recruiting, beginning right now. The need for the help these boys and girls can give will be just as great this year as it was during the war...it's hardly necessary to explain why. In addition to the tremendous world-wide need for food, the farmers will have to get along with fewer prisoner-of-war and foreign workers than they had in wartime.

Needs vary...

The need will vary in different parts of the country, of course, and you may want to check on the local situation before you start promoting the VFV. You can find out about it from your County Agricultural Agent or from the State Agricultural College...and no doubt the farm program director of your station can give you information about it.

Many of the camps which were set up during the war to house the Victory Farm Volunteers will be continued...though a great many of these young people will live on the farms where they're working, as heretofore. It looks now as though nearly a million volunteers will be needed.

Patriotic benefits...

Young people who enroll in the VFW program are not only giving patriotic service, but are benefiting themselves, both physically and from the standpoint of training. As for pay, they'll receive the prevailing wage for experienced or inexperienced workers...depending on the classification into which they fall.

The boys and girls from 14 to 17 who are interested in being Victory Farm Volunteers can get more information from their own school principals or from the County Agricultural Agent.

FARM MACHINERY WITH A RATING

Since many of you have a large percentage of farm listeners, to whom farm machinery is an important consideration, you may be interested in the following information about the preference given Veterans in the purchase of equipment.

Veterans who want to buy new farm machinery and need this equipment to increase food production, can get preference certificates from their County AAA Committees. The certificates for new farm machinery can then be presented to a local dealer, who is required to give such orders priority. Of course the Veteran must meet the price and sales terms for the equipment.

Production preliminaries...

Recent work interruptions in steel production and present work stoppages in farm machinery manufacturing plants have sharply cut production of essential farm machinery during recent months.

The preference certificates will help Veterans obtain available machinery and equipment necessary for establishing or re-establishing themselves on farms. More than 60,000 of these certificates were issued in February. Tractors were the item most desired followed by plows, harrows and cultivators.

ACCORDING TO HOOVER

Herbert Hoover, Honorary Chairman of the Famine Emergency Committee, spoke before the International Food Conference in London recently, and made several comments on the food situation as he now sees it. You may like to quote some of his remarks.

"...The apprehensions which I entertained before beginning this journey have not decreased; they have increased. Hunger sits at the table thrice daily in millions of homes, and the spectre of possible starvation haunts equally the halls of government and squalid hovels in the ruins of war."

Time is short...

Commenting on some reports that there is no widespread death-dealing famine on the continent of Europe, Mr. Hoover warns that..."Nothing is more preposterous than the opinions of travelers on the continent who live on black market food at prices out of reach of 90 percent of the people."

He says, that the situation varies greatly among nations, of course, and among groups within each country, but that there are only four or five small nations (totaling possibly 40 million people) which have assured supplies until the next harvest. Mr. Hoover states that the stocks on hand and supplies en route will not last in many countries beyond the end of May...in some of them only to the end of April.

Slow famine...

In his words: "...The predominant diet of these city masses is very short of protein and fats. Adults can stand this for long stretches of time, but the effect upon children is disastrous...infant mortality in some cities exceeds 20 percent a year. This is an indication of slow famine."

Making a strong appeal for help to European children, Mr. Hoover says: "...The rehabilitation of children cannot wait. It cannot be postponed until some other day. They lose ground every day that is lost. Already almost a year has been lost. The world cannot hate children, even of the enemy. Our children must live in the same world with them...the final voice of Victory is the guns, but the first voice of peace is food."

TEST THAT GAGE

It isn't any too soon to start preparation for the canning season. In some parts of the country, of course, the work is already underway. Here's a warning you might pass along to those who use a steam pressure canner with the dial-type gage.

USDA's food specialists say that this gage should be tested before the canner is used again. If it isn't registering right, there's a chance that the food preserved in the canner will be improperly processed and may not keep. Nobody ever wants to take a chance on this, and considering the present world food situation, it's more important than ever to see that every jar of food we preserve is protected against spoilage.

Where to turn...

Tell your listeners they may be able to get the dial gages checked by the Home Demonstration Agent of USDA's Extension Service or by the local dealer from whom the canner was purchased. Or, if it's more convenient, the gage can be shipped back to the maker for checking.

CONSERVATION HINTS

Have you made any of these suggestions to your listeners? They're concerned with saving bread and flour, originated in USDA's Bureau of Human Nutrition and Home Economics, and may serve as hooks on which to hang program ideas.

Emphasis on potatoes...

For instance, in making stuffings for meat or poultry, use potatoes rather than bread. In place of poached egg on toast, try eggs baked in nests of mashed potato. Use left-over cooked oatmeal as thickening for gravies, soups and stews. Serve a scotch soup occasionally...made with rolled oats, potatoes, meat broth, and savory seasonings.

Use pearl barley, when available, to give body to soups and chowders...instead of rice, spaghetti or vermicelli.

The rice situation...

Rice-eating countries of the Far East report that every additional ounce of rice they can get is of great value, because it helps to fight mass starvation. It's better for us in this country to use potatoes or hominy grits wherever possible, in place of rice, in the main course of a meal. Also, in these days of food shortages, we should violate tradition and skip the rice throwing at weddings,

GARDEN TOOL TALK

Here's some more information from the garden specialists of the U. S. Department of Agriculture, designed to help you if you're giving practical garden information to listeners who may be planning Victory gardens for the first time.

Their advice is to buy a few simple, high-grade, substantial tools that will give good service for many years...rather than equipment that's poorly designed or made of cheap or low-grade materials. And for the benefit of the beginner, they explain that very few tools are necessary for a small backyard or vacant lot garden.

Essential list...

In most instances, only the following are needed: a good spade or spading fork, a steel bow rake, a seven-inch common hoe with socket handle fitting, a strong cord for laying off rows, and enough garden hose to reach all parts of the garden with water.

A trowel is useful in transplanting, but not essential because if the soil is properly prepared, plants can be set more easily with the hands alone.

The care they get...

Another warning from USDA's garden experts concerns the care of tools. They should be kept clean and bright. After each use, they should be thoroughly cleaned and wiped with heavy oil to prevent rusting. The hoe should be kept sharp, so that it will do the best work with the least effort.

Rubber garden hose should never be pinched or kinked and should be kept neatly coiled and under cover when not actually in use. Never hang a coil of hose on a single peg or nail. Place two or three pegs widely enough apart so that the weight of the coil will be well distributed.

Tell your gardening listeners that if they take good care of garden equipment, it will give years of satisfactory service.



BEST BUYS IN FRESH FRUITS AND VEGETABLES

Cabbage, grapefruit, Irish potatoes and celery are the big four on this week's list of best fresh food buys compiled for the seven-state southwest area by USDA's Production and Marketing Administration. Good buys in vegetables also include spinach, lettuce, carrots and beets.

Green beans appeared on the list for the first time this season, but were among the best selections only at extreme southern markets. Squash and radishes, already good buys in areas of local production, are becoming more popular as supplies increase. Rhubarb and avocados are first choice at occasional markets, while oranges remain a fairly good buy throughout most of the area.

"Best buys" at key markets...

ARKANSAS: Little Rock.....Greens, Irish potatoes, grapefruit, celery, head lettuce

COLORADO: Denver.....Radishes, cabbage, carrots, cauliflower, celery, lettuce, Irish potatoes, spinach, grapefruit, rhubarb

KANSAS: Topoka.....Oranges, grapefruit, celery, cabbage, Irish potatoes

LOUISIANA: Baton Rouge.....Irish potatoes, lettuce

New Orleans.....Cabbage, celery

Shreveport.....Irish potatoes, squash, cabbage, oranges, grapefruit

NEW MEXICO: Albuquerque.....Irish potatoes, sweet potatoes, spinach, lettuce, celery, carrots, cabbage, avocados, grapefruit

Gallup and Santa Fe

OKLAHOMA: Oklahoma City...Cabbage, carrots, celery, grapefruit, oranges, Irish potatoes, spinach, radishes

TEXAS: Fort Worth.....Radishes, cabbage, carrots, bunched greens, beets, lettuce, spinach, grapefruit

Houston.....Irish potatoes, sweet potatoes, beans, cabbage, citrus fruits, squash, beets, carrots

FACT SHEETS ON FOOD AND GARDENS

Enclosed are two USDA Fact Sheets...one on the Famine Emergency Campaign, the other on the Victory Garden Program for 1946...and a supplemental leaflet on "How Homemakers Can Help Save Food to Fight Famine". We hope the information given in these releases will be of value to you in your program preparation.

GOOD CROP NEWS

USDA's latest Crop Report, just released, is in an optimistic vein. Progress in spring farm activities has been unusually good, March was unseasonably warm, pastures and hay crops are making excellent starts, and winter wheat prospects have improved.

The winter wheat crop is estimated now at 831 million bushels, 80 million bushels more than the estimate of last December 1st. Reports on rye, oats, and barley are also favorable. In view of the world shortage of grains, this is particularly good news.

The wheat situation...

Wheat has been going to market from the farms at a record rate since January 1st. Over a billion bushels have been moved since the 1945 crop was harvested... more than ever before. One point noted in the Crop Report is that the stocks of wheat held on farms for feeding are the lowest for this time of year since 1941.

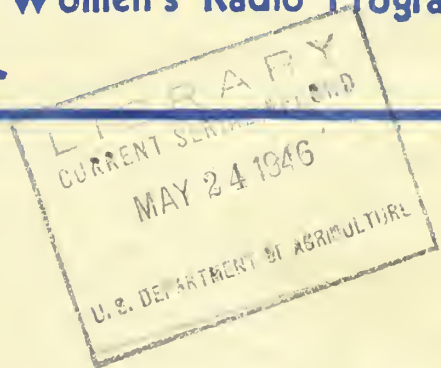
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DALLAS, TEXAS
423 Wilson Building
April 19, 1946
No. 16

Radio Round-up

A weekly service for Directors of
Women's Radio Programs



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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

FOOD FORECAST

The food situation in this country is very favorable, particularly in comparison with that of most of the rest of the world...that's a quick summary of the statement just issued by USDA's Bureau of Agricultural Economics. Along with your broadcasts about the food picture generally, stressing the need for Victory gardens and for food conservation, you may like to give your listeners a few of the following facts:

More of these expected...

Somewhat larger civilian food supplies of eggs, dairy products, fish and fresh vegetables are expected during the next few months, due to seasonal increases.

Spring and early summer supplies compare very favorably with the quantities of food available to civilians during the same period last year.



As you remember, a large percentage of our food was allocated to the armed forces and lend-lease in 1945. Now, of course, the export of food...especially cereals...is being stepped up, in an effort to combat famine in many parts of the world. This fact, combined with the high domestic demand, may bring about temporary shortages of some foods, but certainly there

will be no hardship. Even so, there will be more of the foods mentioned than there has been during the first quarter of 1946.

Some items still short...

When it comes to fruits, fats and oils, there's expected to be little change in the supply picture. There will be less meat for civilians, due to seasonal decreases in production, and heavy procurement for relief use abroad. Butter, margarine and sugar will be definitely shorter in supply than in 1945.

Remind the homemaker when she's planning her meals this spring and summer to count on plenty of poultry (including turkey), eggs, and fish...all of which can substitute for the meat course on occasion.

CANNED FOODS CHAT

In light of the food conservation program, have you wondered about present supplies of commercially processed vegetables...that is, those in tin or glass containers?

Civilians fared best...

Well, aside from the shipments to our armed forces, most of the 1945 pack was for U. S. civilians. Canned vegetables were not purchased by our government for relief feeding in famine areas. It is true, though, that some supplies provided for our troops in foreign countries have been released for the civilian population in liberated areas.

But grain products, fats and oils have received first preference for relief feeding, because of their higher caloric value and lower purchase and shipping

costs. Exports of canned vegetables to commercial customers abroad represent a very small part of the total pack.

Present supplies...

As for the present supply, there are still good stocks of canned peas, snap beans, corn...and also beets and carrots...available for retail distribution. You may notice a shortage of high grade canned vegetables because this quality sold out quickly the past fall and winter.

And the canned vegetable most certain to be short right now is whole tomatoes. A shortage of labor in canneries last year to hand-peel the tomatoes is the reason. However, there are still plenty of tomato products such as catsup, tomato sauce, and juice, because these products could be processed mechanically after the tomatoes were washed, sorted and trimmed.

Demand high...

Consumer demand for canned foods has been very high, and for the most part canners have shipped the great percentage of their 1945 pack to distributors. This doesn't mean a scarcity of canned vegetables, as it's a trade practice under normal conditions to have all canner warehouse stocks designated for retail distribution at this time of the year. The distributors are now doing everything possible to maintain a continuous supply of canned products to retail grocery shelves until a new pack is available.

Now, as to the 1946-47 pack...given favorable weather and labor conditions, the total quantity of vegetables packed should be just as large as that of last year.

Home canning helps...

However, the supply of whole canned tomatoes and certain other vegetables may still be short of consumer demand. So the homemaker who wants to assure her family the selection and quantity of canned vegetables desired next winter should make plans to do some home canning.

WHAT ABOUT WHEAT?

Secretary of Agriculture Anderson appeared a few days ago before the Senate Small Business Committee, to make a statement in regard to the wheat situation. Since you've doubtless heard a great deal of discussion on this subject, and, in addition, rumors that a flour set-aside order was under consideration, you may be interested in some excerpts from the Secretary's talk.

Methods at work...

Referring to USDA's conferences with a number of millers and bakers lately, Mr. Anderson said:

"...It has been erroneously reported that we were considering a flour set-aside order. Actually, we were discussing a possible order to limit the domestic use of flour to 75 percent of the amount used in the corresponding period of the preceding year. We have not yet reached a decision on this proposition.

"We are evaluating the effects of two recent developments that will tend to free our wheat stocks for export. Those two developments are: (1) the official forecast of another billion-bushel wheat crop; and (2) the government's offer to buy wheat from farmers and pay them the market price at any date they choose on or before March 31, 1947.

"We also need a little more time to evaluate the results of the voluntary conservation program..."

Quicker results...

Mr. Anderson pointed out that the purpose of this proposal was not to make a greater reduction in the use of wheat...a reduction of only 25 percent was under consideration, whereas all consumers have been asked to make a voluntary cut of 40 percent. The argument in favor of such an order, he states, was to get results more quickly than the voluntary reduction of consumers could produce them.

He went on to say that voluntary effort is slower, and that some time is required for reduced demand at the retail level to reflect itself in wheat and flour available for export. Incidentally, Secretary Anderson said that such an order would doubtless help some of the small millers to get a fair share of the available wheat, and that more equitable distribution of both wheat and flour would result.

Wheat balance sheet...

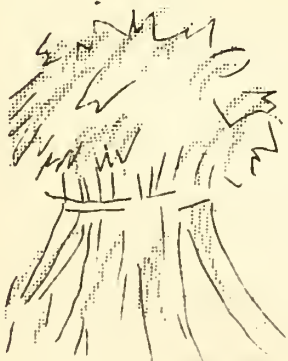
The Secretary presented to the Committee what he called a balance sheet covering the domestic wheat situation. His first figure, 689 million bushels, represented stocks on hand January 1. Against that he charged 90 million bushels for feed, 23 million for seed, a carryover on July 1 of 150 million bushels, and 250 million bushels for food. This left just 176 million bushels available for export, if we continue to consume wheat at a normal rate.

Since our export goal is 225 million, the Secretary pointed out that there is a difference of 49 million bushels which must be squeezed out of our own consumption and our carryover.

To get the job done...

Mr. Anderson's concluding words were:

"I hope and believe our voluntary conservation efforts will be successful, and that our farm wheat purchasing program will be equally successful. If, however, these efforts do not produce results quickly enough to bring our export shipments up to schedule and keep them up there, I am sure that your Committee and the great majority of the people will want us to intensify our efforts and get the job done..."



FOOD CONSERVATION PLAN

Are you talking a lot about Victory gardens these days? If so, tie in with your suggestions the thought of home canning. Stress the fact that every pound of food raised in a home garden or canned for future family use releases an equal amount of food suitable to be shipped overseas to famine sufferers. You can help in this way to make your listeners realize the importance of the twin drives for food production and conservation.



And here, for your information and action, are the recommendations made to community leaders by Committee No. Two of the National Garden Conference, held recently in Washington. This Committee considered the conservation and use of food for home, community and famine relief.

For community leaders...

1. Call back to the colors leaders in community food preservation to put community canneries on a maximum working basis.
2. Stress sound scientific methods in community cannery and frozen food locker plants, to prevent loss of nutritive value and waste of food through spoilage.
3. Pool and exchange ideas for promoting the food preservation program through a central community, state and federal clearing agency.
4. Mobilize the community for preservation of food for school lunches and charitable institutions, by making greatest possible use of school and institution gardens, seasonal abundances, and surplus from home gardens and orchards.
5. Enlist volunteers to donate time and materials for canning food for relief shipment abroad by UNRRA and other agencies wherever facilities are available for canning in tin, and adequate supervision is assured.
6. Use press, radio, and other media such as demonstrations, tours, caravans, and group meetings to call attention to the need for home and community preservation as part of famine relief, and to build understanding of world food needs.

For individual families...

And here are the recommendations made by the Committee to individual families, which you may like to include in your program material:

1. Plan to preserve and store a large share of your family's needs for fruits and vegetables, thereby lightening the load on transportation and releasing commercial stocks of food for shipment abroad.
2. Estimate needs for canning jars and closures or tin cans immediately, and buy or order supplies well in advance of the time they will be used.

3. Secure and use a steam pressure canner for processing all vegetables except tomatoes, and have pressure gage checked to insure proper temperatures within canner.
4. Use latest scientific methods when preparing fruits and vegetables for freezing in a home or community plant.
5. Stretch limited sugar supplies to put up a maximum amount of fruit.
6. Provide adequate storage facilities for root crops, fruits, and home canned foods.
7. Get full nutritional returns, and help prevent spoilage, by preserving fruits and vegetables strictly fresh.

SPEAKING OF BREAD RATIONING

You've heard talk about this too in recent days, particularly since Great Britain proposed that we ration bread. Here's what Secretary Anderson commented on the British proposal:

"The circumstances that would make rationing workable in England are entirely different from conditions in the United States. It is much easier for a small nation, depending mostly upon imports, to control the distribution of wheat, than for a large nation like the United States, which produces so much wheat over such a large area.

Whatever is necessary...

"Our most critical period in this country will be between now and the next harvest, and it does not seem likely that we could put rationing into effect for a difficult commodity like bread in time to help in this critical period.

"Nevertheless, we are prepared to take any steps necessary to restrict use of wheat in this country enough to meet our export goals for the hungry nations; I am confident that we can do it without rationing."

SPEAKING OF FOOD

The Polish government has ordered three meatless days a week, in order to reduce the number of cattle and pigs being slaughtered by restaurants and butcher shops. The bread ration has been reduced, and imports of grain for the next four months will be required to meet even the reduced ration. The same situation exists with regard to the low fat ration.

Rations reduced...

Switzerland is rationing almost all foods except vegetables. This country's supplies of cereals and fats are smaller now than at any time during the past six years.

The quantity of cereals in sight in Czechoslovakia will last only until about the middle of May, and new crop supplies will not be available until mid-August. Therefore, the bread ration was reduced in April. Supplies of fats will meet only about two-thirds of the authorized ration.

Livestock feeding stopped...

In Sweden...rationing of spaghetti, biscuits, etc., has been reintroduced, and all feeding of grain to livestock has been stopped. This is expected to bring a reduction in egg production. Sweden is providing certain foods for the starving people of other countries, however...namely, 75,000 barrels of salted fish, and 3,350 tons of peas.

Finland will need imports of both cereals and fats to maintain current rations. The country is also experiencing a shortage of milk, normally a very important item in the diet of its people.

Italy will face famine if wheat stocks are not replenished during this month. On April 3rd, only enough wheat was on hand to last for a bare three weeks.

Crisis near...

In Uruguay a food crisis is impending, because of two consecutively bad harvests of wheat. At the present rate of consumption, stocks on hand are not expected to last beyond July. Unless additional supplies can be obtained from Argentina, it is almost certain that flour and bread will be rationed. Sugar and salt also are in short supply, and meat, eggs, butter and poultry are sometimes difficult to obtain.



THE FISH STORY

There's a little more of all seafoods on the counters this week, according to the Department of the Interior's Fish and Wildlife Service at New Orleans. More shrimp is available. Oysters are as plentiful as in any winter month. Crabs and crabmeat are offered in good quantities.

But homemakers will have to pick their fish. Some of the favorites are still scarce. These include red snapper, spotted trout and redfish. Special dishes prepared around other varieties, which are rather plentiful...and cheaper in price, too...fill the day's meat needs with plenty of food value and taste appeal.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Good vegetable buys increased during the past week as the spring movement began in volume from southern producing areas, the USDA's Production and Marketing Administration reports.

English peas and tomatoes are listed for the first time this season. Green beans and asparagus are becoming more plentiful. Both new and old potatoes are in very good supply at reasonable prices. Cabbage, carrots, celery and lettuce remain among the best selections at most markets. Spinach and beets, old-timers on the list, still are popular.

Grapes and oranges are the most plentiful fruits, and some avocados are still available at favorable prices. Strawberries began to move from Arkansas areas to supplement offerings from Louisiana and Texas.

"Best buys" at key markets...

COLORADO: Denver.....Asparagus, lettuce, radishes, cauliflower, celery,
rhubarb, onions, Irish potatoes, oranges

KANSAS: Topoka.....Grapefruit, oranges, Irish potatoes, head lettuce,
tomatoes

LOUISIANA: Baton Rouge.....Celery, red and white potatoes, carrots, citrus
fruits

New Orleans.....Cabbage, onions

Shreveport.....New potatoes, carrots, string beans, oranges, grape-
fruit

NEW MEXICO: Albuquerque.....Avacados, asparagus, carrots, celery, Irish potatoes,
Gallup and spinach, grapefruit
Santa Fe

OKLAHOMA: Oklahoma City...Grapefruit, lettuce, oranges, Irish potatoes, radishes,
green onions, spinach

TEXAS: Fort Worth.....Spinach, cabbage, carrots, beets, radishes, bunched
greens, green beans, English peas

Houston.....Irish potatoes, sweet potatoes, beans, cabbage,
citrus fruits, squash, beets, carrots

MEAT CHECK

Since meat is much in the headlines these days, you'll doubtless be interested in the forecast for the civilian supply for the second quarter of 1946...April through June.

On the basis of the present figures, the quantity available per person will be approximately 33 pounds for the three months, an average of 11 pounds each month. This is on a carcass weight basis, by the way, and some allowance must be made for loss in weight through shrinkage, and through the trimming done by the butcher when he prepares retail cuts of meat.

Supply variations...

And another thing...this doesn't mean each of us can go to the store and buy 11 pounds of meat a month for home use, because civilian allocations always include purchases by hotels and restaurants, institutions, industrial plants, and also the food used in the school lunch program.

Furthermore, there will be variations in meat supplies from city to city, even from store to store, You'll probably see about the same total quantity of beef and veal as in the past three months, but there'll be less pork, lamb and mutton.

Civilians get 85 percent...

This quarter's estimate of 33 pounds is a reduction from the figure of 36-3/4 pounds for the first quarter of the year. There are two reasons for this.

First, there's the normal seasonal decline in production; and secondly, a substantial allotment has been made for relief feeding overseas.

If you'd like the allotment figures on a percentage basis, by the way, here they are: civilians will get 85 percent of the meat available; six percent will go to military and war services; the remaining nine percent will be for foreign shipments and U. S. territories.

Export allotment...

Total meat production for 1946 is now estimated at more than 22-1/2 billion pounds, slightly more than in 1945. Of this, almost one billion pounds are slated for export during the first half of the year.

Obviously, whether we meet this commitment, and whether civilians get that quarterly allotment of 33 pounds, depends on whether enough livestock comes to market during the three month period. It should be remembered that this meat allocation is not a guarantee...it is merely an estimate based on the number of meat animals now on the hoof.

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No. 17

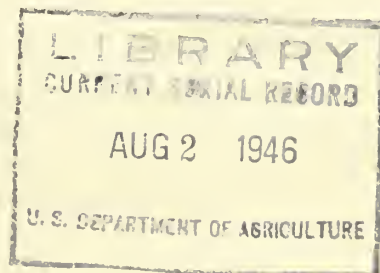


Radio Round-up

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Women's Radio Programs

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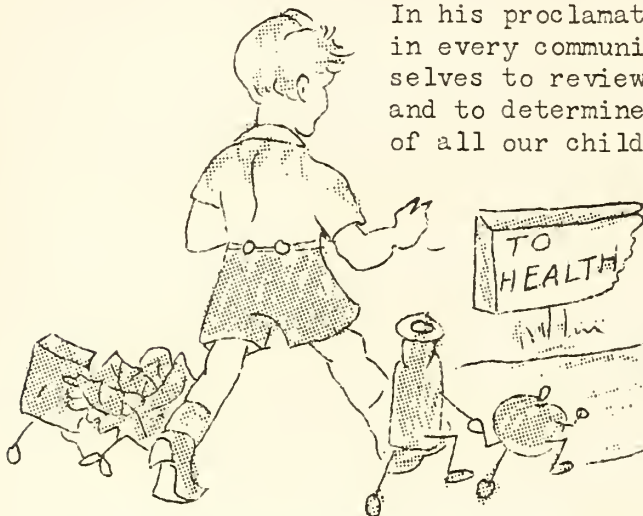
U. S. Department of Agriculture

Information Service
Production and Marketing Administration

CHILD HEALTH DAY...1946

According to custom, President Truman has issued a proclamation designating Wednesday, May 1st, as Child Health Day.

In his proclamation, the President called upon the people in every community of the United States to pledge themselves to review community health and medical care services, and to determine whether these services meet the needs of all our children, in light of the National Health Program.



Definite plans asked...

He asked also that a definite plan be organized to achieve within the coming year at least one improvement in community health services which will contribute to the better health of children.

In pointing out the importance of every action which guards the health of our children, you might very appropriately mention that Child Health Day of 1946 is a good time for us to take some action to help the children of the world.

It's all one world...

Don't let your listeners forget that our children and the children of other countries are growing up in the same world...that they'll have to live together in this world and that how peacefully and happily they live together depends to a great extent on their physical well-being today.

Medical officers and welfare workers report from various European countries that many orphaned children throughout the continent are still running wild, fed by one family here and another family there. They're taken into homes temporarily, cared for as long as there is food, and then often turned out again to shift for themselves.

We hear that when children are brought into assembly centers, they're often frightened and timid for a long time. They will hide part of the food they receive at each meal, unable to understand that there will be more food in a few hours.

A woman's reaction...

The first woman medical officer to go overseas for UNRRA writes back that after a few months of increased food a child fattens up and begins to look fairly normal. She says, though, that when you find out the little boy you thought was about eight is really twelve...then you realize what has happened to Europe's children.

FOREST FIRE ALARM

In many parts of the country, forest fires are much in the news these days... doubtless you've seen pictures recently of the disastrous results of such fires. The months of March, April, and May constitute one of the two national danger periods...fire seasons, as they're called.

Dangers by areas...

Forest fires are a special danger right now in certain areas of the country...due largely to dry weather. This is true of the Eastern States, for instance, and of several Southern States...Arkansas, Louisiana, Georgia, and the Carolinas, especially.

The situation is bad also in the Lake States, where the weather has been unseasonably dry, and where many fires also have been caused by the burning of debris.

In the Central States, there were from 12 to 17 days during March when no rain fell, resulting in extreme fire hazards...with abnormally high winds adding to the danger.

The fight is on...

A special appeal has been made to broadcasters by the Director of the Cooperative Forest Fire Prevention Campaign for 1946...a joint program of State and Federal Forest Services. He asks radio's help in continuing the fight against this terrible scourge of our natural resources. By passing along to your listeners some information about the causes and prevention of forest fires, you can be of material help.

There are over 200,000 forest fires a year in this country. Many do no great harm, but others sweep over vast areas, destroying timber, killing wildlife, laying waste watersheds, and sometimes entire villages and towns.

And here's a tragic thought, in these days of the housing shortage: forest fires destroy enough trees every year to provide the lumber for 215,000 five-room houses.

Nine-tenths can be prevented...

Studies have shown that only one out of every ten forest and woods fires is due to natural causes, such as lightning or spontaneous combustion. Of the others, two are intentionally set, and the remaining seven are due to carelessness, thoughtlessness, or ignorance.

Most man-made forest fires are started by people on foot or horseback, in automobile or busses...who light cigarettes, cigars or pipes, and then flip away the glowing match. These people also throw away cigarette butts, or pipe ashes while they're hot, without thought of the dry grass, brown pine needles or dead leaves that are so terribly inflammable.

Then there are the fires that get out of control when land is being cleared of brush, sedge, stubble or woods. This work should never be done on a windy or unusually dry day.

Picnickers' responsibility...

And a special warning should be issued right now...and repeated throughout the summer...to campers and picnickers. Tell them not to build fires in uncleared spots or too near to brush, grass, or trees. Caution them to be sure the camp-fire is dead before leaving a picnic spot or before turning in for the night.

THE SPRING 'S SPUDS

A prospective all-time high crop of new potatoes is starting to market. This bountiful yield is most fortunate at a time when potatoes are urged as an alternate for wheat products in the American diet. Wide use of potatoes in this country will free more wheat for shipment overseas.

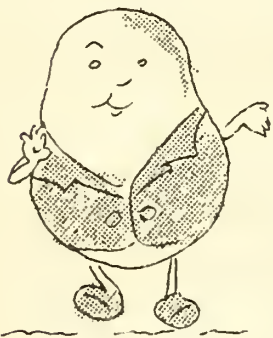
These early potatoes are coming from Florida, Texas, California, Louisiana, and Alabama. Later in May...Tennessee, Mississippi, Georgia, and the Carolinas will be shipping their spring crop. Plantings of new-crop potatoes have been increased about 20 thousand acres over last year's record...or to a total of 376 thousand acres. And because of favorable growing weather, the expected yield will also be higher than the almost 65 million bushels of last year.

They're highly perishable...

Not only are prospects good now for many high quality potatoes, but prices should be reasonable. What's more, there will be a wide choice of varieties...from the long whites of California to the red-skinned Bliss Triumphs of the Southern States.

Attention should be called to these new-crop potatoes from now on, and for the next few months, as they are too perishable to go into storage and must be consumed shortly after they're harvested.

TIPS ON 'TATERS



Now that the new crop of potatoes is beginning to come to market, it would be a good time for you to remind your listeners of the general rules for purchasing and preparing potatoes. Here are some suggestions from the food specialists of USDA's Bureau of Human Nutrition and Home Economics.

The best potatoes are firm and clean, have shallow eyes, and no cuts, decay or green spots. Those green spots occur when potatoes are exposed to light, by the way, so this vegetable should be stored in a dark place. If the spots do develop, they should be cut off, as they're harmful to eat. The rest of the potato is perfectly good, however.

Save the vitamins...

The new potatoes, which are firm and waxy in texture, are ideal for salads, creaming, and the like, because they hold their shape. As you know, the most food value is obtained from potatoes by cooking them in their jackets. Furthermore, boiling is the method which conserves more vitamins than baking.

When raw potatoes are called for, as in scallop or soup, the peelings should be kept very thin. Also, they should be peeled just before cooking and not allowed to soak in water. If they must be peeled ahead of time, they should be put in salted water. The best way to serve all potatoes is quick-cooked and steaming hot. The longer they stand exposed to air, the more Vitamin C they lose.

If there are left-overs, they should be kept covered and in a cold place until they're used.

Nutritional round-up...

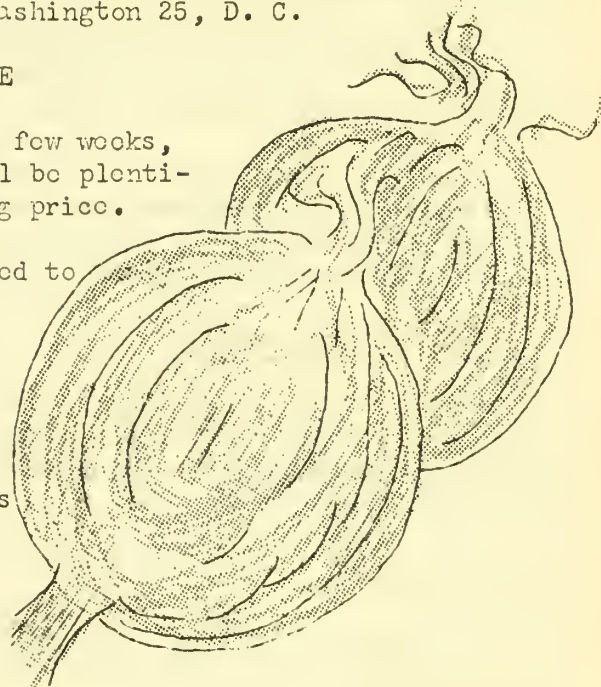
When it comes to nutrition, remember that potatoes contain Vitamin C, some of the B vitamins, iron and other important minerals, as well as starch. They're a cheap energy food...penny for penny, potatoes have more energy-giving value than any other vegetable..

You probably have in your files BHMHE's leaflet AWI-95, "Potatoes in Popular Ways", which gives good information about potatoes, plus a collection of fine recipes. If you'd like to offer this leaflet to your listeners, tell them to send a request for it by postal card to Agriculture Radio, Washington 25, D. C.

ONION SPREE

The onion supply is "on again". For the next few weeks, Spanish or Bermuda type onions from Texas will be plentiful, and you'll find them at less than ceiling price.

There has been some increase in acreage planted to early spring onions in Texas, but the principal reason for the bountiful supply of this vegetable is the increased yield per acre. Last year the yield per acre was about 67 sacks (50 pounds to the sack). This spring that yield is up to 85 sacks per acre. So, during April and May nearly five million sacks of Bermuda-type onions will be shipped to market, as compared with some three million 800 thousand bags last year.



Later supplies...

While the Texas crop is supplying most of the nation at this time...Arizona and California are taking care of nearby markets and will increase shipments rapidly in May. Around the 15th of May, New Mexico, Georgia and the northern part of Texas also will be shipping late spring onions. By June most sections of the country will have home-grown onions available.

DEADLINE ON STAMP 39

If you haven't already done so, you may want to remind the homemakers in your audience that Sugar Stamp 39 in War Ration Book Four...good for five pounds of sugar...expires on Tuesday, April 30th. Our last information from OPA is that the number of the stamp to become valid on May 1st has not yet been decided upon. The announcement may have been made by the time you read this.

SIX WAY STRETCH ON GRAIN

The six-point program on grains for famine relief was announced by Secretary of Agriculture Clinton P. Anderson just too late to be included in last week's RADIO ROUND-UP. For the record then, here is a resume of the six points which you may like for future reference.

Domestic use limited...

1. Millers may not produce for domestic consumption more than 75 percent of the quantity of flour distributed in the corresponding months of 1945.

This action is expected to make more wheat available for export and to bring about more equitable distribution of wheat among millers. As a result there will be less flour for home baking and commercial bakery products, but the cut is not as great as the 40 percent voluntary reduction requested several weeks ago.

Packaged products affected...

2. Food manufacturers are required to limit the use of wheat in the manufacture of products for domestic human consumption to 75 percent of the quantity used in the corresponding months of 1945.

This will affect makers of crackers, cereals and various biscuit and cake mixes. Spaghetti and macaroni manufacturers are not likely to feel any additional pinch as they're already greatly limited by the current shortage of durum wheat.

Inventory limitations...

3. Effective May 1, millers and food manufacturers are limited to a 21-day stock of wheat. After that date, millers or food manufacturers having wheat or flour equivalent in excess of this amount must offer it to the Commodity Credit Corporation for export.

Wheat bonus...

4. The Department of Agriculture is offering a bonus of 30 cents a bushel on wheat delivered under the Certificate Plan by May 25. (See RADIO ROUND-UP, April 5 for explanation of this plan).

Under this plan it's hoped that at least 100 million bushels of wheat will be obtained for export.

Corn purchases...

5. USDA will buy 50 million bushels of corn from producers, for which they will be paid a bonus of 30 cents a bushel above the ceiling price on the date of delivery, for corn sold to the Commodity Credit Corporation. All of this corn will be exported as whole grain and corn products for human consumption.

The Secretary of Agriculture pointed out that two results are expected to be accomplished with the wheat and corn bonus payments...making more

grain available for food purposes immediately, and encouraging farmers in surplus corn producing states to market more corn and stop feeding livestock to heavy weights.

Oatmeal for relief...

6. The Department of Agriculture is offering to buy an unlimited amount of oatmeal from millers in the United States, to make available additional food for relief purposes. Whole oats also will be purchased for relief shipment.

In this connection, Secretary Anderson said that the purchase of oatmeal and whole oats will help to increase food supplies for the hungry nations abroad. It will enable them to use more oatmeal and oats in order to stretch the wheat supply.

Common objectives...

According to Mr. Anderson this six-point program has been adopted after consultation with the government of Canada and the United Kingdom, in which it was indicated that they would work with this nation toward two common objectives... increasing total relief shipments of grain promptly, and giving priority to areas abroad most urgently in need of special aid.

FISH NEWS

Fishing operations in the Gulf Coast area were cut short the past week because of the Easter holidays, but production held up very well as the boats speeded their efforts and landed their catches before Good Friday, according to the Department of the Interior's Fish and Wildlife Service at New Orleans.

Shellfish down...

Shrimp were landed in greater numbers in Louisiana, but decreased in Mississippi and Texas...and remained at the same level in Alabama. Oysters failed to hold up in volume, but the decrease was seasonal as the end of April approaches. Crabs were fifty percent short of the previous week's total...but good quantities were available.

As for other fish...landings were about normal although production was scattered and spotted.

BEST BUYS AT FRESH FRUIT AND VEGETABLE MARKETS

Increased supplies of new spring fruits and vegetables took the spotlight on this week's list of best fresh food buys compiled by USDA's Production and Marketing Administration. Among these newcomers...strawberries, asparagus, new crop onions, tomatoes, squash, and string beans are the most popular selections.

Strawberries are fairly plentiful, but supplies disappear quickly and prices still are rather high. However, with Texas offerings available locally while supplies from both Arkansas and Louisiana are moving in volume, the berries can be bought cheaper now than a week ago when prices took a sharp turn upward immediately after ceilings were lifted.

Old-timers rate the highest...

Asparagus has climbed rapidly as a best buy during recent weeks as supplies increased. So have onions, which now are plentiful at reasonable prices. Popularity of tomatoes, squash and string beans still is restricted to markets near the local producing areas, but supplies should increase rapidly in the next week or two.

Number one choice...from the standpoint of liberal supply and reasonable price... goes to a trio of old-timers on the best buy list. They are Irish potatoes, oranges, and grapefruit. Most markets also list lettuce and carrots in the top best buy bracket...with cabbage and cauliflower not far behind. Spinach shares its continued popularity with mustard and turnip greens, which are very good selections in areas of local production.

"Best buys" at key markets...

ARKANSAS: Little Rock.....Grapefruit, Irish potatoes, spinach, mustard and turnip greens

COLORADO: Denver.....Lettuce, onions, rhubarb, spinach, cauliflower, carrots, asparagus, grapefruit, oranges

KANSAS: Topoka.....Strawberries, Irish potatoes, head lettuce, cauliflower, tomatoes

LOUISIANA: Baton Rouge.....Red and white potatoes, carrots, celery, cabbage, citrus fruits

New Orleans.....Onions, cabbage, Irish potatoes

Shreveport.....New Irish potatoes, squash, cabbage, oranges, grapefruit

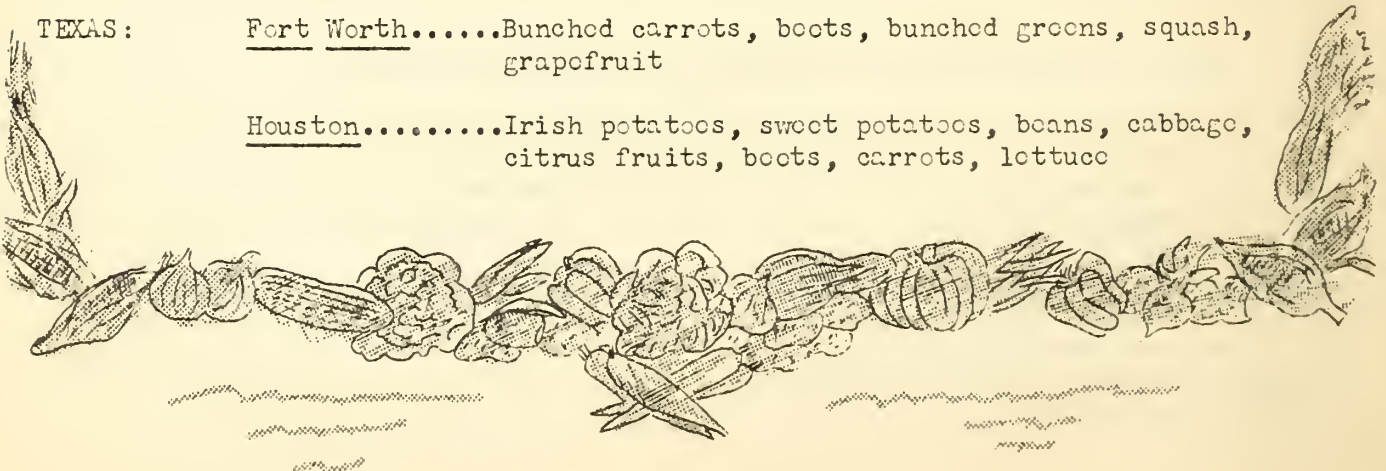
NEW MEXICO: Albuquerque.....Asparagus, carrots, cabbage, lettuce, Irish potatoes, spinach, oranges

Gallup and Santa Fe

OKLAHOMA: Oklahoma City...Asparagus, carrots, cauliflower, grapefruit, lettuce, oranges, spinach, dry and green onions

TEXAS: Fort Worth.....Bunched carrots, beets, bunched greens, squash, grapefruit

Houston.....Irish potatoes, sweet potatoes, beans, cabbage, citrus fruits, beets, carrots, lettuce



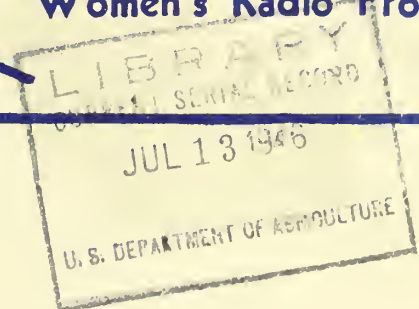
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DALLAS, TEXAS
423 Wilson Building
May 3, 1946
No. 18

Radio Round-up

A weekly service for Directors of
Women's Radio Programs



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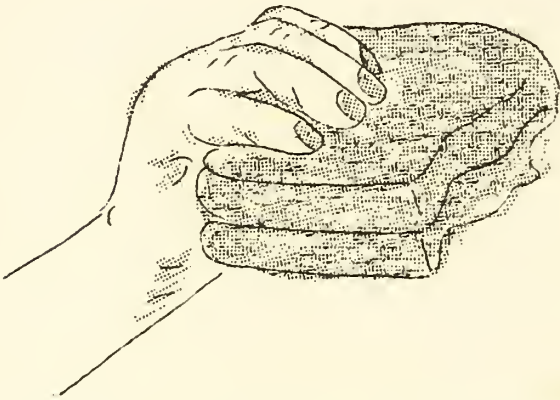
U. S. Department of Agriculture

Information Service
Production and Marketing Administration

FOOD EMERGENCY ACTION

Until new harvests are gathered in war-ravaged countries, people in the Far East and Europe must depend on their better supplied world neighbors for food. The United States, the best fed nation in the world and the nation with the largest available resources, is responding to the plea for increased exports.

Individual responsibilities...



While new crops may relieve the famine crisis, the need for food throughout the world will remain large all this year and until world agriculture gets back to normal. For these reasons, farmers are asked to continue to increase their production efforts. Victory gardeners are asked to keep their gardens growing. Housewives are asked to can surplus fruits and vegetables.

These may be tasks for certain groups in this country, but every American can join

in the food emergency program by eating less wheat products and fats (the food-stuffs most useful in meeting the present crisis abroad)...avoiding food waste...serving more plentiful foods.

Waste prevention...

To avoid food waste in homes and public eating places, the U. S. Department of Agriculture recommends that Americans buy and prepare no more food than will be used. If there are left-overs, these should be served attractively at a later meal.

Moreover, we can help stretch commercial supplies of critical food items by using up stocks on our kitchen shelves now. That is, if we postpone purchases of such items as cereals, flour and fats and oils until the home reserves are used, we make sure that no food goes to waste and we free needed supplies for shipment abroad.

The famine emergency also provides a two-fold stimulus for those who customarily over-eat...to eat less. By cutting down their food intake they can help themselves to health and their world-neighbor to life.

Cereal alternates...

Since all cereals are important in the food relief program, the U. S. Department of Agriculture suggests we reduce our use of them by serving an acceptable alternate...potatoes. There is a prospective all-time record crop of new potatoes coming to market. While we can ship all the wheat, flour and cereals we get to our ports, only limited quantities of potatoes can be sent abroad as they are too bulky and perishable except in dried form.

There are many additional plentiful foods that can compensate if necessary for reduced consumption of cereals and wheat products. Fresh vegetables are, and

will be, abundant in most areas. Some must be used locally or be wasted. These vegetables can be counted on to add variety and enjoyment to meals and are excellent sources for minerals and vitamins.

Protein plentiful...

In the line-up of plentiful protein foods are fish, eggs and, in most areas, poultry. The use of these plentiful protein foods in addition to vegetables will help round out the diet.

Their use will also extend supplies of beef, pork and lamb which will be needed abroad and will be short of demand in this country. And to save fats and oils the Department of Agriculture suggests that meat, fish and poultry be baked, broiled or stewed instead of fried.

Victory gardens are recommended because we are now drawing upon reserves of food ordinarily carried over in case of a short crop year, and it is wise to rebuild these reserves.

WHEAT ON WHEELS

Last week Secretary of Agriculture Anderson and Director General of UNRRA LaGuardia visited the great wheat producing areas of the Northwest, Minnesota, and North Dakota to urge farmers to get more wheat off their farms and on the way to famine areas.

Sailings canceled...

In a recent radio broadcast describing that trip, Mr. Anderson said that as a nation we have been falling behind in our wheat shipments. He mentioned that it was necessary to cancel recently the sailings of twenty-one ships because there was not enough wheat available to fill them.

But Mr. Anderson said wheat is beginning now to roll into the grain elevators and he is optimistic about wheat shipments in the next few months. He said that after Mr. LaGuardia and he talked with the farmers in North Dakota...where there is still more wheat on farms than in any other state...the farmers raised their sights on the amount of wheat they could deliver. They thought it might be possible to obtain as much as 45 million more bushels than the farmers of that state had estimated earlier as available for shipment abroad.

Farmers cooperating...

Mr. Anderson said further: "I believe that this flow of wheat, stimulated by the offer of the Government to pay a bonus of 30 cents a bushel above the market price for wheat delivered before the 25th of May, will result in our having as much as 100 million bushels of wheat available for shipment during this critical period from now until the first of July."

And one last bit from the Secretary of Agriculture's speech shows how he feels the farmers are doing their part: "The farmers with whom I've talked convince me that they'll do everything in their power to bring in the wheat that they have remaining."

PRO HEALTH LEGISLATION

The USDA has come out for National Health Legislation. Testifying on the Wagner-Murray-Dingell Bill before a Senate Committee, Assistant Secretary of Agriculture Charles F. Brannan said the bill..."has the full support of the Department of Agriculture, and I am convinced that it has the backing of the farmers of America."

Appearing as the representative of the Secretary of Agriculture, Mr. Brannan went on to point out how important health legislation is to the rural sections of our country.

Rural areas interested...

In the first place 43 percent of our total population live in rural areas. So naturally they would have a large interest in the consideration of any national health program.

The Assistant Secretary stressed the fact that rural areas have lagged behind cities in health and medical care progress, and that the natural advantages of country life, therefore, have been outweighed. The fact that there was a higher rejection rate from Selective Service examinations of farm youth collaborated these points.

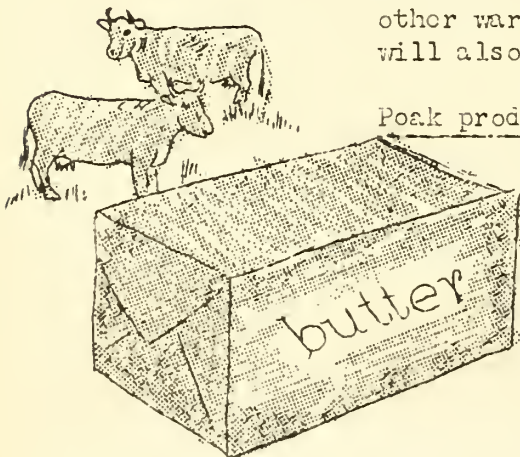
Purchasing power limited...

Mr. Brannan declared that the most crying need in rural America is for doctors, dentists, and other health personnel. But he also emphasized that in the economically depressed sections of the country, hospital facilities would not solve the problem. Even with adequate hospitals, unless there was nation-wide health insurance, many people still would not have medical purchasing power.

BUTTER SET ASIDE

Twenty percent of the creamery butter made in May will be set aside by producers for purchase by the Army, Navy and other war service agencies. A percentage not yet stated will also be set aside for these military agencies in June.

Peak production period...



The USDA announced that this action...similar to set-aside orders during the war...was taken so that military agencies could purchase sufficient supplies during the period of largest butter production and then be out of the market in the fall and winter months.

This arrangement will also make it possible for the trade to store some supplies produced in July and August for civilian consumption during later months of seasonally lower production. Civilians will receive all the butter produced in subsequent months. No butter will be set aside for export shipment to foreign countries.

Supply picture...

It looks now that supplies of creamery butter for civilian use during May will approximate 95 million pounds. While this is short of demand, it's more than civilians had in April and a third more than was available in each of the first three months of 1946.

Arrangements have been made for the Army to obtain part of its butter requirements for troops overseas from Denmark, and if possible from Australia and New Zealand. The total quantities involved may be nearly 15 million pounds which will result in correspondingly less purchases from our own production.

"MUST" MOVIES

Two movies you should have on your "must" list tell the famine story more vividly than anything that can be said in the present food emergency campaign. The first film is called "Freedom and Famine" and the second is entitled "Suffer Little Children".



Realistic presentations...

These real-life motion pictures, showing the food conditions in starvation areas overseas, are being used throughout the Nation to rally Americans to the food conservation program. If you get a chance to attend a screening, don't miss it because these films will help you give your listeners a vivid description of actual conditions.

Despite the fact that the pictures were filmed before the food situation reached its desperate stage, both films show the urgent need for raising, sharing, and shipping more food from the United States to help starving people overseas.

"Freedom and Famine"...

Pathé produced "Freedom and Famine" for the Government as the last of a series of war shorts. The basic theme of this picture is the importance of food in building peace and rehabilitating life shattered by the war.

Human interest is specifically centered around the family of a minor French railway official. Audiences of American women will be particularly sympathetic to the scenes showing how the mother and daughter work almost full time at the job of finding the small amounts of food due them under rationing.

"Suffer Little Children"...

"Suffer Little Children" is a Canadian Film Board production, and a most moving one. It shows the work of UNRRA and various relief agencies with children in Greece and other liberated areas. Scene after scene documents the need for more food, medicine, clothing, and other supplies in saving the children who must shape Europe's destiny.

One of the most poignant scenes shows two ragged youngsters digging with their hands in a section of their city that had been reduced to rubble. They come upon a pile of paper money, and after a brief glance they just fling it over their

shoulders with the most unconcerned look ever shown on any screen. Money just doesn't mean anything in their lives. What they're after and eventually find is a crust of bread.

Tomorrow's citizens...

This is a typical incident that leads up to the picture's climax when the narrator bluntly states that these are the children that will face American children in tomorrow's world. The implication is, of course, that if we meet the challenge to share our food with these millions of children, they'll have friendly words to speak to our children as adults.

These films are especially suitable for use by educational, civic, and religious groups cooperating in the food conservation program. You can tell your listeners that prints of either film are available from any one of the two hundred film libraries cooperating with the USDA on distribution.

Prints available...

These include State Agricultural Extension Service libraries, film services maintained by State Universities, and a selected group of 16 mm. educational film distributors. All available prints of the two subjects have been placed with these libraries and none are available from the USDA.

CINNAMON'S BACK

The good word on the spice front is that cinnamon's back. The USDA has just announced that starting with the merry month of May, all quota restrictions will be off cinnamon.

During the war and until now, short supplies of this spice made it necessary to control its distribution under War Food Order 19. This order limited the size of inventory stocks that dealers could keep on hand and the amount of cinnamon that could be used in industry.

Supply increased...

But now, we're getting increased supplies of cinnamon from China. It's arriving in the form of cassia (pronounced kasha) which is the bark of a tree belonging to the laurel family. Some cinnamon is also available from Ceylon under Combined Food Board Allocations.

Homemakers will welcome this cinnamon because it fits in so nicely with bread conservation. They won't have to worry about a shortage of spice for that cinnamon toast.

OF NUTS AND BUTTER

Hold on! Don't get excited by the title. It's "peanuts" and "peanut butter" we have in mind. Peanuts are the kind of nut that's not a nut. They're a legume, like a pea or a bean. And the kind of butter we mean can be coaxed out of any variety of peanut...be it Spanish, Virginias or Runners, or a combination of these varieties.

Supplies plentiful...

For the butter-making process, first comes careful roasting...then blanching, from which the nuts emerge sans seed germs and skins...then grinding to just the right consistency. And lo, you have an indigenous food of the Americas...peanut butter, a paean of nutrition, plentiful and of reasonable price.

So far this year better than 54 percent of the shelled peanuts have been used for making peanut butter...which spells plenty of the golden colored stuff for the rest of the season.

A look ahead...

Looking forward to next fall's harvest, the USDA "March Intention to Plant Report" indicates about 3,759,000 acres devoted to peanuts. This acreage is about five percent less than last year, but there will still be ample supplies of peanut butter.

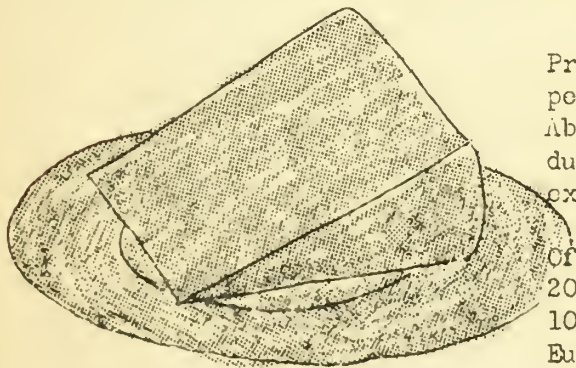
Higher peanut yields in the large-podded Virginia-Carolina area are being encouraged by recommendation of a six-point program. This covers careful selection of seed peanuts...hand-shelling...treatment of seed...oil testing...fertilizing according to County Agent's suggestions...and adequate dusting. Following this program will make for increased yields and improved quality.

Southeast weather has been most genial for peanut planting and germination. And from North Texas comes reports that demand for peanut seed continues good...heavier than usual for this early in the season.

European acquaintance...

But coming back to peanut butter, there is talk of putting Europe on more than a nodding acquaintance with this high protein American spread. True, a few Europeans learned about peanut butter from our GI's but the how-do-you-do was local in nature. One British housewife is reported to have said: "It smells good, but what do you do with it?" It has been suggested that peanut butter destined for Great Britain be labeled with spreading instructions.

CHEESE NEWS



Producers of cheddar cheese must set aside 40 percent of their output during both May and June. About 120 million pounds will have to be set aside during May through August to meet military and export requirements.

Of this amount, military agencies will need about 20 million pounds, and USDA will need a minimum of 100 million pounds to help meet requirements of European countries, including those supplies by UNRRA.

1946 Civilian supply increased...

This set aside, coming as it does during the period of highest seasonal production, should not seriously reduce supplies available to civilians. In fact,

prospects point to about 600 million pounds of cheddar cheese for civilians in 1946 compared with 525 million pounds in 1945. Last year's production was heavier, but the amount set aside for sale to government agencies was somewhat larger at 350 million pounds.

Cheddar cheese is an extremely important food for meeting urgent needs overseas. During the war, we supplies more than 200 million pounds yearly to European and other countries. This year we'll send less because increased supplies are anticipated from Denmark and Holland.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Best fresh food buys in the seven-state southwest area this week are new crop cabbage and Irish potatoes, according to USDA's Production and Marketing Administration. Supplies are plentiful at reasonable prices. New crop tomatoes, onions, and beans are more popular as supplies gradually increase. Though the season is past its peak, asparagus and lettuce remain among the best buys. Spinach and greens, turnips, carrots and citrus fruits complete the list.

"Best buys" at key markets...

COLORADO: Denver.....Asparagus, cabbage, cauliflower, lettuce, onions,
Irish potatoes, spinach, grapefruit, tomatoes,
rhubarb

KANSAS: Topeka.....Grapefruit, cabbage, carrots, head lettuce, Irish
potatoes

LOUISIANA: Baton Rouge.....Irish potatoes, carrots, celery, cabbage, citrus
fruits

New Orleans.....Onions, Irish potatoes, tomatoes

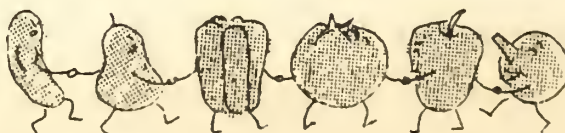
Shreveport.....Cabbage, green beans, turnips and greens, oranges,
grapefruit

NEW MEXICO: Albuquerque,...Carrots, cabbage, asparagus, lettuce, Irish potatoes,
Gallup and spinach, oranges
Santa Fe

OKLAHOMA Oklahoma City,...Asparagus, cabbage, cauliflower, lettuce, Irish
potatoes, spinach, tomatoes, turnips

TEXAS: Fort Worth.....Bunched carrots, beets, turnips, all bunched greens,
blackeyed peas, green beans, cabbage, squash

Houston.....Irish potatoes, sweet potatoes, beans, cabbage,
citrus fruits, beets, carrots, onions

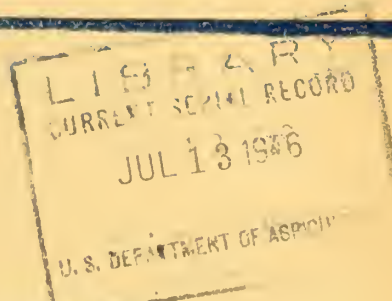




DALLAS, TEXAS
423 Wilson Building
May 10, 1946
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Radio Roundup

A weekly service for Directors of
Women's Radio Programs



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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

NEW ANGLES FOR MACARONI

Now that millers can distribute only 75 percent of the flour they did in the corresponding month last year...as an emergency measure to get more wheat abroad...there have been some questions as to what the macaroni supply will be.

Actually, from now until August when our new crop of durum wheat is available, you'll notice more than a 25 percent cut in these products from last year. This is not so much the result of the recent flour distribution order as it is the small durum wheat crop of 1945.

Durum wheat products...

As you know, our choicest macaroni products are made of durum wheat. This hard wheat variety is preferred because it gives a slightly yellow color to macaroni products and because it contains more protein or gluten than ordinary bread flour.

The durum wheat is crushed into a course flour called semolina (sem-o-leen-a). Then the semolina is mixed with water and kneaded into a smooth dough which is forced under pressure through holes in a cylinder which gives the desired shapes...long tubes or macaroni, fine threads of vermicelli; macaroni shells or alphabet letters. Noodles can be made of semolina or ordinary wheat flour.

Emergency foods...

And there's another note on macaroni products at this time. The flour made from durum wheat must also be of 80 percent extraction, like all other emergency flour. For that reason durum millers now produce a product consisting of semolina and part durum flour...to get 80 pounds of flour from each 100 pounds milled.

However, tests have proved that the new macaroni products are not too changed. Cooking properties and flavor have not been materially affected although the color of the macaroni made under the emergency flour order is slightly tinged with grey.

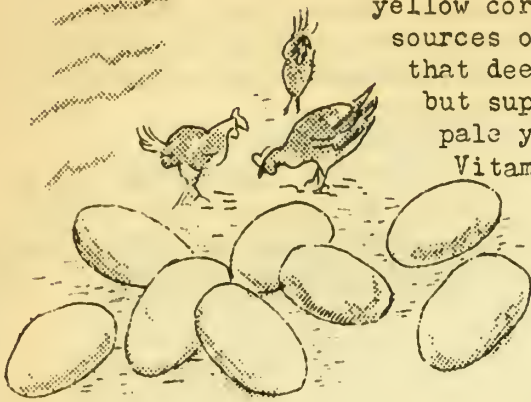
EGGS...INSIDE OUT

Eggs are in springtime abundance...and by using more of them now Americans add protein to their diets and permit more meat for shipment abroad. Here are some outside-inside-the-shell facts for homemakers who want to score an advantage when buying and using this familiar food.

Color questions...

The white or brown color of the shell has no bearing on the food value of the egg. Scientists in the U. S. Department of Agriculture also say that the color of the shell makes no difference in quality or flavor of the egg inside. The shell color is due to the breed of hen.

Another false belief is that the deep orange color in an egg yolk means more Vitamin A than a pale yellow. The yellow corn and green feed in a hen's diet are good sources of Vitamin A and they tend to give the yolks that deep color. But a hen's diet low in these feeds but supplemented by fish liver oil may result in pale yellow yolks with just as much or more Vitamin A.



The fresh angle...

If you go for egg quizzes, there's the question: Is a newly laid egg always a fresh egg? The answer is "No". A newly laid egg that is not cooled quickly and handled carefully may lose its fresh quali-

ties within a day or two. On the other hand, an egg that is given right care and storage immediately after it is collected may keep its fresh qualities even after several months.

And if you want a test for the fresh quality of an egg...well, a high rounded yolk and firm, upstanding white are signs of freshness. As an egg loses freshness, the yolk flattens out and the white becomes watery. To prevent eggs from deteriorating, keep them at a temperature between 32 and 45 degrees.

If there is dirt on the shell, wipe it off with a dry rough cloth. Washing the shell removes the protective film or "bloom" which helps keep bacteria and odors from getting through the porous shell.

Food value...

From a food value standpoint, eggs provide protein in the top class with foods like meat and milk for building and repairing body tissues. They also provide iron for red blood cells, phosphorus, and some other minerals and such vitamins as A and D and the B vitamins...thiamin, riboflavin and niacin.

Since high heat toughens protein, the success secret of egg dishes is to use low to moderate temperatures. That rule applies to hard-cooked eggs too... they're at their best "simmered" for 25 to 30 minutes.

Egg economics...

Now for some tips as to when medium and small-sized eggs are as economical or cheaper than large eggs. Medium eggs (which average 21 ounces to the dozen) are as economical as large eggs (average 24 ounces to the dozen) of the same grade if they are at least one-eighth cheaper.

For example, if large eggs were selling for 48 cents a dozen and medium eggs of the same grade were selling at 42 cents a dozen, you would be paying about the same per ounce of "egg meat".

Of course if the medium-sized eggs were more than an eighth cheaper, they would be a more economical buy than the large size. Small eggs must average 18 ounces per dozen; so they are as economical as large eggs of the same grade if they are one-fourth cheaper.

PLEA FOR FOOD SHARING

At the Institute for Education by Radio in Columbus, Ohio, May 4, Chester Davis, Chairman of the Famine Emergency Committee, made a plea to all women broadcasters to continue to point up the need for national food production and conservation as long as famine threatens the world.

He said if farmers deliver 110 million bushels of wheat in time to get it on ships before July 1, we will have met export goals. He pointed out that if we send this amount...combined with what has been shipped the first four months of the year...we shall have to deny ourselves rigorously here at home.

Voluntary reductions...

"In the next two months we shall have the shortest supplies of flour and bread and other wheat products that we have seen in many years.

"In the interest of equitable distribution among all our people, those who can go easy on wheat products must do so. Heavy workers, low income families, growing children ought to have first call on the limited supply.

"In good conscience, all of us whose incomes permit our making use of other foods in place of wheat products, and whose physical exertion in our daily work is light enough that we do not need to eat heavily of cereals for energy from now on will forego our accustomed amounts."

Ration reasoning...

Mr. Davis also discussed why bread wouldn't be rationed in this present period of meeting our export goals.

"The wheat problem in these famine months is being handled so as to make sure that we get the wheat and flour on ships headed to the hungry lands. The government is buying wheat for export. The government has limited the deliveries of flour from the mills into domestic trade.

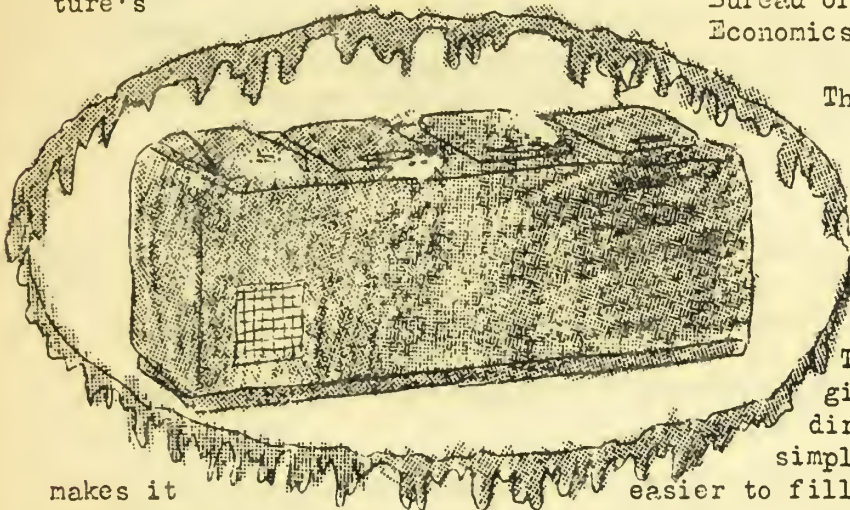
"The government has limited inventories of wheat and flour. All these measures are intended to procure the wheat and flour to ship abroad. As and if they work, the domestic supply is reduced.

Time element...

"This reduction in supply will continue only for a matter of weeks under the present orders. If that is the limit of the operation, there is not time to install ticket rationing to consumers so we will have to share voluntarily."

FREEZING FOOD FACTS

Frozen foods are no longer a novelty, but the technique for freezing foods at home is still a young science. To tell the latest how-to-do-it, is an illustrated, 24-page booklet just released by the U. S. Department of Agriculture's Bureau of Human Nutrition and Home Economics.



makes it
containers.

The booklet, "Home Freezing of Fruits and Vegetables" gives step by step instructions on how to seal different types of containers, how to sweeten fruits and prevent them from darkening... how long to scald vegetables. There's also a special section giving the man of the house directions for constructing simple home-made equipment that makes it easier to fill and seal the frozen food

Free single copies of the booklet, "Home Freezing of Fruits and Vegetables" (No. AIS-48) may be had by writing the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

CHEDDAR CHEESE SCIENCE

As a result of U. S. Department of Agriculture research on the manufacture of cheddar cheese before the war, many cheese makers stepped up volume production of high quality cheddar when the war increased the demand for this nutritious food.

Old methods...

It used to be that cheddar cheese making was based on the skill and judgment of the individual cheesemaker. The individual had to make allowances for all sorts of variations...variations in the milk from one season to another... whether the milk was off quality in any way...whether to add a little or a lot of "starter" (the bacterial agent which causes milk to sour).

He also had to know how to vary the time of the different steps in cheese making...such as when to add the rennet which coagulates the milk, when to cut the curd and how long and at what temperature the curd should be cooked to develop a firm-bodied cheese. You can see then that the quality of the cheese was not always uniform since it varied with the experience of the cheesemaker.

The new way...

During the war the government asked for a huge increase in the production of American cheddar cheese for our armed forces and for our allies. The dairy industry was soon confronted with a troublesome surplus of low-grade cheese

since only the higher grades which would withstand long storage and shipment were bought by the government.

It was then that the U.S.D.A. Bureau of Dairy Industry Research was given wider use. The method changed cheddar cheese making from an art to a science.

The Bureau's research showed that almost any cheese factory could improve the average quality of its output simply by following a precise formula. First, all the milk is graded for quality. Then the milk is pasteurized so the cheesemaker can follow manufacturing processes more exactly.

A uniform product...

In using raw milk, the cheesemaker had no way of knowing the bacteria content of the milk. With pasteurized milk he starts with a product more or less free from the disturbing influence of undesirable bacteria and can add an active and vigorous starter of the right kind. Then each of the cheese making operations is timed to the minute so a uniform product can always be assured.

The Bureau of Dairy Industry held educational demonstrations among producers in the early years of the war. Specialists with mobile trailer laboratories even went from factory to factory working directly with cheesemakers.

More No. 1 cheese...

Factories that are using the Bureau's methods in Minnesota, Wisconsin, Illinois, Michigan, Ohio, Indiana, Missouri, Oregon, Washington and Tennessee are now making mostly No. 1 cheese.

Take 11 Minnesota cheese factories on which records are available. Before they adopted the method, they were turning out about 25 percent No. 1 cheese. After they had adopted the new method they increased the proportion of No. 1 cheese to 90 percent.

Cheddar cheese production was almost doubled during the war and while the supply is still short of the great demand for it, research has enabled consumers to obtain a greater share of No. 1 cheese.

A PROBLEM OF WEIGHT

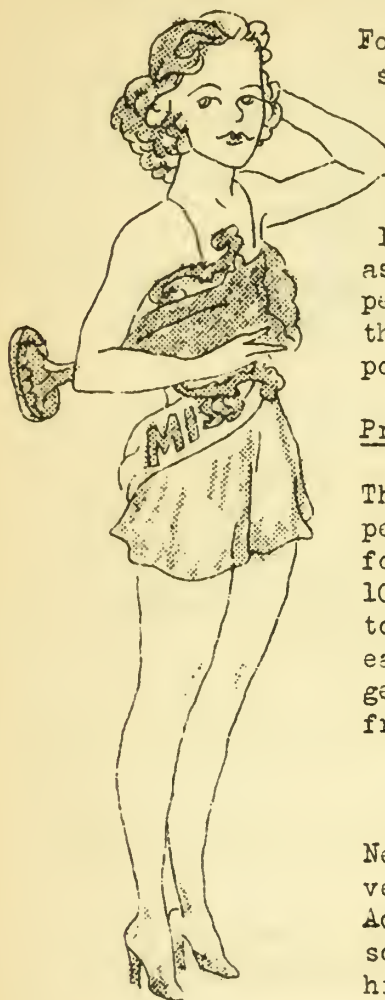
The April 5th issue of RADIO ROUND-UP listed some weight reducing suggestions in key with the Famine Emergency Campaign. In case you missed them, here's a brief review of the diet recommendations put out by the USDA Bureau of Human Nutrition and Home Economics.

If you weigh as much as 15 pounds more than average, now is the time to reduce. But do not reduce except under a physician's guidance, if you are under 20 years of age, or a young mother, or have organic complications.

Arithmetic of calories...

Eat very little of the grain foods...bread, rolls, crackers, cereals, macaroni, pies, cakes and cookies. The best starting point would be the omission of

rich desserts such as cake and pastry. By substituting fruits and custards, you can trim off 100 to 300 calories.



For every tablespoon of fat omitted, as in fried foods and salad dressings, you can cut another 100 calories.

On the positive side, eat plenty of fruits and vegetables regularly, including potatoes. For Vitamin B safety, choose often from seed-type vegetables such as peas, lima beans and corn. Use plenty of protein foods such as milk, eggs and poultry. Of course, the overweight person shouldn't substitute an equal calorie total for the grain foods he is omitting if he wishes to lose pounds.

Precaution...

The food specialists also point out the underweight person can get into the nation's drive to conserve food and fight famine. However, if you are more than 10 pounds underweight, you must not lower the calorie total or try the low calorie meals. If you plan to eat less grain foods and fat, then you must eat more generously of other foods especially milk, eggs, meat, fruits, potatoes and other vegetables.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

New crop cabbage heads this week's list of fresh fruit and vegetable buys compiled by USDA's Production and Marketing Administration. Supplies from Louisiana, Texas and other southern producing areas increased rapidly as the season hit its peak. Prices are the most reasonable of the year.

Other good buys are lettuce, potatoes, onions and carrots in the vegetable line, while grapefruit and oranges represent the fruits. Some markets also list tomatoes, radishes, green beans and other locally plentiful spring vegetables.

"Best buys" at key markets...

ARKANSAS:	<u>Little Rock</u>	cabbage, lettuce, tomatoes, California oranges.
COLORADO:	<u>Denver</u>	tomatoes, spinach, radishes, onions, lettuce, cauliflower, asparagus, cabbage, grapefruit.
KANSAS:	<u>Topeka</u>	grapefruit, lettuce, cabbage, Irish potatoes.
LOUISIANA:	<u>Baton Rouge</u>	string beans, Irish potatoes, cabbage, citrus fruits.
	<u>New Orleans</u>	string beans, carrots, cabbage, beets, Irish potatoes, onions, spinach, tomatoes.
	<u>Shreveport</u>	lettuce, green beans, corn, oranges, grapefruit.

NEW MEXICO: albuquerque.....asparagus, cabbage, carrots, lettuce, dry
Gallup and onions, green onions, new potatoes, spinach,
Santa Fe radishes, grapefruit, oranges.

OKLAHOMA: Oklahoma City.....cabbage, carrots, cauliflower, radishes,
lettuce, spinach, Irish potatoes.

TEXAS: Fort Worth.....cabbage, onions, bunched carrots, bunched
greens, squash, green corn.

Houston.....Irish potatoes, sweet potatoes, squash,
cabbage, citrus fruits, beets, carrots,
onions.



THE FISH STORY

Shrimp production came back very strong this week, more than doubling the total for the previous week, and with fine specimens too...large and firm. The increase was pretty general all along the Gulf coast, according to the Department of Interior's Fish and Wildlife Service in New Orleans.

Oysters are still being harvested in sizeable quantities, but a large portion of the yield is going to the canning trade.

Hard crabs came in in good volume this week, which resulted in more and more fresh crabmeat on the counters.

The landings of fish, both fresh and salt-water, increased in some sections and for certain species, and in other areas acceptable substitutes of good fish were offered.

ONION NEWS

Here's some good news for the homemaker who likes variety in her menus...or who has a yen to experiment with new food ideas: the onion supply is plentiful. Farmers planted more than usual and the yield is running high this spring. Result: the heaviest movement on record. Twice as many early onions have been shipped so far this year as in the same period of 1945.

Onions are very companionable with the food conservation menus homemakers are featuring these days. They add zest to salads... flavor to the dressing that goes with plentiful chicken. And they belong with liver and other variety meats. Victory Garden vegetables need onions to emphasize their own good taste. The "potatoes instead of bread" rule is easier to follow when onions are on the table.

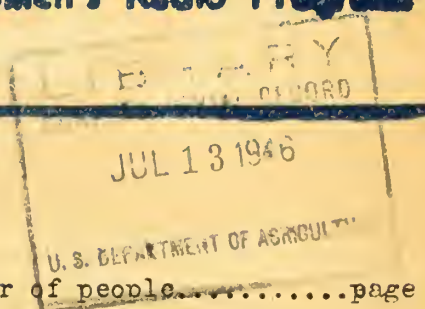
Old dishes take on new glamour when seasoned with a dash of onion. Menus duplicated to the point of monotony have new appetite appeal when an onion dish is added. Whether it's one small onion chopped into a salad or added as seasoning to meat loaf or dressing...or several onions made into soup or served creamed or stuffed...the flavor contribution adds the something-new touch that makes a meal different and better.



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Radio Round-up

A weekly service for Directors of
Women's Radio Programs



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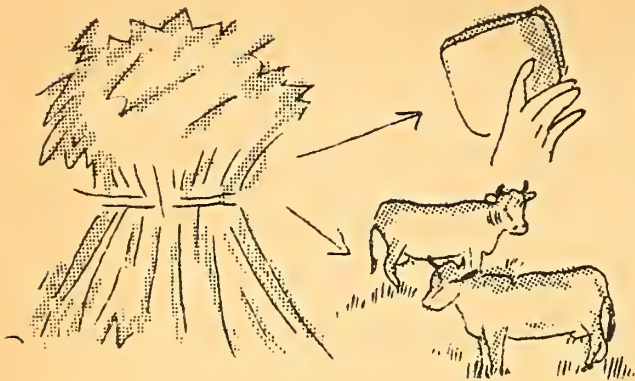
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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

BREAD FIRST...THEN MEAT

Since several times as many people can be fed directly with grain as can be fed if the grain is converted into meat, poultry and eggs, our country's choice obviously must be in favor of people. The need abroad for more of our wheat, corn, oats and barley for direct consumption...and less for livestock feed here... means we cannot maintain our livestock at present high levels.



Next year's meat...

As a result of grain conservation programs now in effect...especially the recent increase in price ceilings... there will be less pork, smaller produc-

tion of poultry and eggs and less top grade beef next year. However, the total supply of these foods is expected to be above the pre-war levels.

To make more grain available for human consumption in famine areas, the U. S. Department of Agriculture recently announced a decrease in the 1946 fall pig production goal...a cut of 10 percent from the number produced in the fall of 1945.

The Department is also continuing to point out the need for marketing hogs at lighter weights...from the present heavier-than-average weight of nearly 250 pounds to 225 pounds or less.

Pork outlook...

It's expected, then, that increasing numbers of hogs will be coming to market somewhat earlier than usual and at lighter weights during the next two or three months. And since the number of sows for fall farrowing will be smaller, there should be somewhat increased marketing of sows during the summer months.

This speeded up marketing of hogs at lighter weights should mean a larger supply of pork during the next two months than in the same period last year.

Beef supplies...

And if you're wondering about beef supplies...we may not see much change from the present supply for the next couple of months. Next fall, though, it may be necessary for producers to market large numbers of beef cattle with little or no grain feeding.

However, cattle numbers at the beginning of this year were at near record levels and cattle marketings will continue at a high rate. But there will be some sacrifice in the "finish" or grade because of the expected reduction in numbers that go on grain feeding.

FOOD VS. FEED

Apropos of the story "Bread First...Then Meat", in this issue of RADIO ROUND-UP (page 2)...here are some interesting figures compiled at Iowa State College which show why farmers are being asked to cut down on livestock feeding.

When it's used as human food, one acre of wheat feeds 10 people for 52 days; one acre of corn feeds 10 people 51 days; one acre of soybeans feeds 10 people 28 days.

When turned into animal products, one acre of feed crops to milk cows feeds 10 people 15 days; one acre of crops fed to hogs feeds 10 people 15 days; one acre of feed crops to steers feeds 10 people five days.

THE CALORIE COUNT

Here are some facts about calories which may help make your listeners even more calorie-conscious than they are now. That phrase used to be applied almost exclusively to those who were concerned with their weight. Now, however, it has a far deeper significance, and the degree of our calorie-consciousness will affect our ability to do our share in helping to feed the starving people of other countries.

Slow starvation...

For instance...Sir Arthur Salter, the British Economist, said recently: "1,000 calories daily is too much to let you die quickly, and too little to let you live long."

And here's a thought to present to your listeners: in this country we ordinarily regard a daily calorie-intake of 2,500 necessary for an average-sized man who is a desk worker. This is two and one-half times the calorie-count of famine sufferers in many parts of the world...people of whom far greater activity is expected and needed.

Itemized count...

To give a definite picture of the amount of food which equals 1,000 calories, here's a list, compiled by the Home Economists of USDA. Each item equals approximately 100 calories in value: one large orange, three large prunes, one thick slice of bread, one medium potato, one-inch cube of butter or margarine, one-ounce serving of dry cereal, two-thirds cup of milk, two slices cooked bacon, one and one-third eggs, and about five teaspoons of sugar.

Where to cut...

Food specialists of USDA also point out that foods which pack the most calories are the starches, fats and sweets...the very items now in shortest supply. Therefore, these are the obvious classifications in which to do our most careful calorie-counting.

V-GARDEN REMINDER

Have you talked about Victory gardens lately? They're going to have an important place in the food picture in months to come...and in some parts of the country, they're still in the planning stage, due to weather conditions.

It still isn't too late to gain more recruits to the garden campaign. You'll find considerable information in recent issues of RADIO ROUND-UP which should be helpful. In the issue of April 5th, for instance, the subject of successive plantings is discussed. This is particularly important this year, when every garden should be made to produce as much food as possible for as long a time as possible.

The plan's important...

By making a careful plan for his garden, and following each early maturing crop with some other, the gardener can keep his ground producing for many months.

A garden plan also helps the lady of the house to plan her home-canning and preserving to best advantage. If vegetable crops follow each other in an orderly procession throughout the summer, she can spread her activities over a longer period of time and avoid the terrific rush which sometimes occurs. In this connection, you might like to suggest to your listeners that they not delay about getting in canning supplies...pressure canners, jars, and closures.

Daily care is needed...



And here's a warning from the garden specialists of the Department of Agriculture which you might like to pass along to the inexperienced gardeners: a garden requires some care...or at least it should be looked over...almost every day.

It isn't enough just to plant the seeds and wait for them to come up. The new plants require protection from insects or attacks of disease...weeds and grass must be kept down and watering must be regular during dry seasons.

It's well to remind gardeners that a small area well tended can yield much more than a garden that's too large to receive the proper amount of care.

CROP CONSIDERATION

For the record, here's a brief resume of the May 1st Crop Report, issued by USDA's Bureau of Agricultural Economics just too late for inclusion in last week's ROUND-UP.

Grain outlook...

One important fact to note, in view of the world shortage of wheat, is that winter wheat prospects are lower than they were on April 1st...by some 88 million bushels or about 11 percent. This is due largely to a continuing lack in soil

moisture. However, the expected production, as of May 1st, is more than 742 million bushels. This, if realized, will be one of the largest wheat crops on record, and is approximately the same as the forecast of last December.

Another important food grain...rye...is expected to yield at an average rate, but the acreage for harvest is one of the smallest on record.

Other crops...

In contrast to this, the spring truck crops are expected to be one-sixth higher than the record production of last spring. Production of both early and late spring potatoes is at record high levels.

And the hay crop, while it isn't expected to reach a record total, will have the benefit of a big carryover. This is likely to furnish a supply that's nearly the largest known.

Conservation emphasized...

Going back to the first crop considered...wheat...the change in the prospects for this crop during the period of just one month should make it clear how dependent we are for our food supplies on weather conditions. The importance of stressing careful use of food for many months to come cannot be over-emphasized.

THE FISH STORY

Thus far the month of May has seen increases in landings of seafood all along the Gulf Coast, according to the Department of the Interior's Fish and Wildlife Service at New Orleans.

Shrimp...and nice large ones, too...are more plentiful than in recent weeks. Total oyster harvest is showing signs of slackening off, but the reduction is noted chiefly in the canning industry, leaving about as many for fresh consumption as heretofore. The season of plenty for hard crabs is with us and good supplies of crabmeat may be found on the markets. Fish supplies generally show some increase, and the choice of varieties is varied.

SHARING A LOAF

Forty states...with about 90 percent of the U. S. population...are now permitting bakers to reduce the weight of their bread, cakes and other products by 10 percent as a means to conserve wheat.

This action on the part of almost four thousand wholesale bakers developed after a meeting of food industry representatives two months ago in Washington. The Secretary of Agriculture called the meeting in order to get industry recommendations on ways and means to conserve wheat and bakery products. The bakers said they would be happy to reduce the weight of their products wherever feasible...that is, if State laws and mechanical equipment permitted such a reduction.

Cost considerations...

The Office of Price Administration recognized that a decrease in production meant an increase in cost of bakery products, and that many bakers operating at a break-even or small profit basis would be reluctant to incur the losses.

Also the only saving bakers get in making a weight reduction is in raw materials, and 10 percent of the cost of raw materials in bread is such a small fractional amount that it couldn't be recognized as a price reduction.

So OPA permitted bakers to hold prices on bread and bread-type rolls at the existing level if the weight reduction was not more than 10 percent. It has been estimated that only about one-fifth of a cent in additional profit has accrued to the advantage of the baker in this bread weight reduction action.

Consumers favor the plan...

Since the cost of raw materials for baked sweet goods...such as pies and cakes... is considerably higher than for bread, OPA is able to figure savings to bakers in round cents when a weight reduction is made, and OPA can provide for uniform price reductions at retail levels.

Thirty-two states waived their weight or labeling laws in order to permit the 10 percent reduction. Eight states have no laws governing the weight of bakery products. Eight others, and the District of Columbia, have not yet waived laws preventing such a cut.

By the very lack of complaint, it has been assumed that consumers are heartily in favor of this wheat sharing measure.

THE WHEAT FUTURE

Robert H. Shields, Administrator of USDA's Production and Marketing Administration and President of the Commodity Credit Corporation, spoke before the annual convention of the Millers' National Federation in Chicago a few days ago. In his talk, Mr. Shields emphasized the necessity for continuing government restrictions on the use of wheat.

1946-47 outlook...

First outlining the world wheat situation, and the actions taken by USDA, under Presidential directives, to meet the emergency, Mr. Shields stated that it is apparent some program of control and regulation will have to be continued, little as we like it.

He gave an outline of a tentative wheat program for 1946-47. The result, it is hoped, will be the reduction of wheat consumption for food in the U. S. to 450 million bushels in the year beginning July 1. This year's consumption will total about 500 million bushels.

At the same time, it should be noted that not more than 250 million bushels of wheat will be available for export to famine areas in that period, as against the current year's exports of more than 350 million.

Limitations needed...

This program would continue limitation on the use of flour and wheat products by the people of this country, continuation of the 80 percent extraction rate for flour, and of the prohibition of the use of wheat and wheat products in the manufacture of beer and alcohol. Also, further limitations would be placed on the use of wheat by feed manufacturers as soon as the general feed grain situation improves sufficiently.

Millers would be required to limit the amount of flour they mill for domestic use to 85 percent of the amount distributed for domestic use in the corresponding months of 1945. The current limitation to 75 percent would be raised on July 1 by an amendment to War Food Order 144.

Grower sales...

Another amendment to WFO 144 would require wheat growers to sell at least half of all the wheat they deliver to an elevator, instead of having all of it held in storage. And in turn, half of the wheat purchased by country elevator operators and other commercial buyers would be set aside for sale to the Commodity Credit Corporation. This would enable the government to take wheat from the 1946 crop to cover the 250 million bushel export requirements.

VIA THE TOMATO VINE

Tomatoes for most of the country are now coming from the Lower Rio Grande Valley in Texas. However, there are still a few shipments from Florida...and California is taking care of some markets on the West Coast.

A good supply...

This year the Rio Grande Valley in Texas has 72 thousand acres planted in tomatoes. This is an increase over last year's high acreage, and quite a gain when you know that the 1935-44 average acreage was under 20 thousand acres. A large late spring crop from the northern part of Texas soon will begin to move with volume shipments expected around the first of June.

Although tomatoes are grown in just about every state in the Nation, there are only a few states that ship fresh tomatoes long distances. Texas leads in shipping the bulk of our early crop tomatoes, with Florida, California, South Carolina, Mississippi, Georgia, and Louisiana other important producing areas.

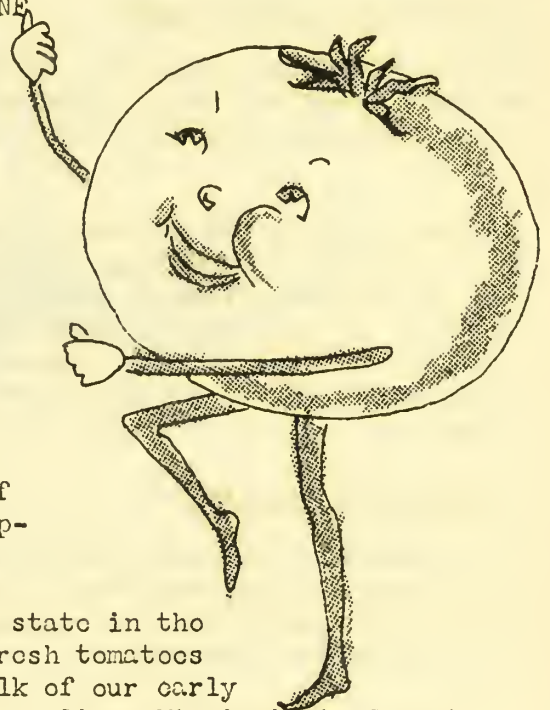
"Green wraps"...

Tomatoes that are to be sent long distances are usually picked at a mature green and ripen in transit or in warehouses at their destination. Usually a wholesaler repacks the tomatoes, often packing them in one-pound cartons.

At any rate, the increased supplies of this vegetable in the last few weeks... with the promise of continued ample supplies...have brought down the price at the retail level, and fresh tomatoes should appear more frequently now on the salad plate.

COOPERATION FOR CONSERVATION

Dr. Dennis A. Fitzgerald of USDA's Requirements and Allocations Branch has just returned from that 35,000 mile trip with Herbert Hoover...taken, as you know, for the purpose of surveying the world food situation.



Homemaker's part...

You've doubtless heard Mr. Hoover's comments on this survey and have noted that he expressed himself as pleased with the general cooperation the public is giving to various voluntary food-saving programs. Dr. Fitzgerald points out that this cooperation, particularly on the part of the homemaker, is of first importance, since more food is consumed in the home than anywhere else.

Dr. Fitzgerald also agrees with the recent statement of the Famine Emergency Committee regarding the relative importance of actions designed to aid the hungry people of the world. The Committee listed these efforts in the following order: first, saving of wheat, fats and oils; second, gifts of money; third, contribution of canned foods.

Restaurant cooperation...

In this connection, Dr. Fitzgerald points out that canned goods contributed should be chosen carefully for their value in the diet. He specifies canned meat, fish, baked beans and milk as the most important items for shipment overseas.

Another angle of the food-saving campaign mentioned by Dr. Fitzgerald is that of restaurant cooperation. He said that while many restaurants have adopted real food-conservation practices, a few are lagging behind. He spoke particularly of the custom of serving three slices of toast at breakfast, which some restaurants still follow. Others continue to place large plates of bread and rolls on the table, a tacit invitation to diners to eat more than they really need.

Conservation ideas...

Broadcasters who have restaurant accounts can do some missionary work along this line by suggesting conservation methods to them. Restaurant patrons themselves can help by instructing the waiter to serve no bread at all, if none is desired, or to serve one roll only.

FEC AND EFC

In case you're confused about these two sets of initials, used frequently in connection with the food conservation program, here's a definition.

Famine Emergency Committee...

FEC is the Famine Emergency Committee of USDA, a group appointed by the President with Herbert Hoover as Honorary Chairman. The Committee is working to bring about, by every means possible, greater conservation of food. Its functions are advisory and informational.

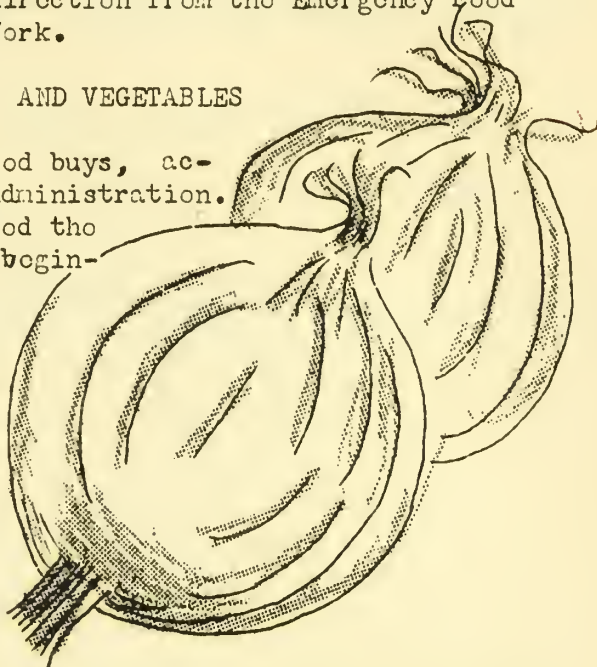
The mayors of more than 7,000 cities and towns have been asked to form local committees to assist with this work. Local Famine Emergency Committees will look to the Office of Emergency Food Programs and to the State and County Emergency Food Program Directors of USDA for guidance.

Emergency Food Collection...

EFC is the Emergency Food Collection, of which Secretary of Commerce Henry Wallace is national chairman. This organization, formed on behalf of UNRRA, has the object of receiving gifts of food and cash for famine sufferers overseas. Local committees will receive their direction from the Emergency Food Collection, 100 Maiden Lane, New York, New York.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Onions led this week's list of best fresh food buys, according to USDA's Production and Marketing Administration. Shipments from early areas this spring doubled the volume of a year ago, and supplies are just beginning to move from North Texas. The peak is expected in another two weeks.



Cabbage and Irish potatoes rate second place on the best buy list, followed by lettuce and squash. Other good vegetable selections include tomatoes, spinach, carrots, green beans, asparagus and beets. Grapefruit and oranges are the favorite fruits.

"Best buys" at key markets...

COLORADO:	<u>Denver</u>Cabbage, cauliflower, lettuce, onions, radishes, spinach, tomatoes, turnips, grapefruit, oranges
KANSAS:	<u>Topeka</u>Grapefruit, cabbage, tomatoes, new potatoes
LOUISIANA:	<u>Baton Rouge</u>Red potatoes, snap beans, squash, cucumbers, cabbage
	<u>Shreveport</u>New potatoes, fresh corn, squash, onions, grapefruit, Florida oranges
NEW MEXICO:	<u>Albuquerque</u>Asparagus, carrots, lettuce, Irish potatoes, onions, spinach, grapefruit
	<u>Gallup and Santa Fe</u>
	<u>Las Cruces</u>Onions, lettuce, carrots, tomatoes, celery, asparagus, squash, peas, cabbage, Irish potatoes, beets, spinach, oranges, grapefruit
	<u>Tucumcari</u>Asparagus, beets, cabbage, celery, carrots, lettuce, Irish potatoes, onions, turnips, radishes
OKLAHOMA:	<u>Oklahoma City</u>Cabbage, cauliflower, lettuce, onions, spinach, tomatoes, turnips
TEXAS:	<u>Fort Worth</u>Cabbage, onions, bunches greens, green beans, green corn, squash
	<u>Houston</u>Potatoes, beans, squash, cabbage, citrus fruits, beets, carrots, onions

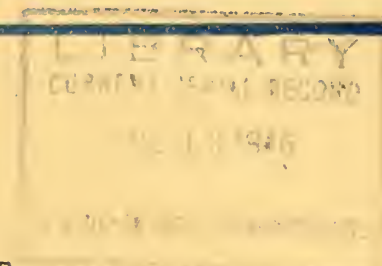
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A weekly service for Directors of
Women's Radio Programs



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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

MENU MEMO

Are you making menu suggestions to your listeners these days? Meal-planning presents almost more of a problem now than it did during wartime food rationing, and it certainly is just as important.

Since the production and distribution of many types of food varies throughout the country, it is extremely difficult to plan menus suitable for all areas. By checking on local and regional food supplies, however, it will be possible for broadcasters in every part of the country to present menu ideas that will be of real value to homemakers. Naturally, you'll follow the suggestions of the Famine Emergency Committee regarding the conservation of wheat products and fats and oils.

Yardstick of suffering...

In his radio report to the Nation on world-wide famine conditions, Herbert Hoover said that calories are the yardstick of hunger, of starvation, of famine, and finally death. This is necessarily true in the countries where food supplies are very low.

To the people of these areas, acquiring each day the food with a calorie content sufficient to sustain life is the immediate goal. In this Nation, though... where by and large there's a wide variety of food available...our meal planning should include, not just calories, but all the food values needed to safeguard good nutrition.



Emphasis on plenty...

For instance, the nutrition specialists of USDA stress the importance of such vegetables as potatoes, fresh lima beans, peas, corn and garden soybeans in planning cereal-saving meals. These add bulk to the meal, are good sources of starch for energy and contain the protective B vitamins, especially thiamine. Root vegetables...such as carrots, parsnips, and turnips...can also play a bigger part in cereal-saving meals. When they're served with leafy greens, together they provide vitamins and other nutrients commonly obtained from bread.

When it comes to the main course of dinner...the traditional meat course... naturally there won't always be meat nowadays. In many sections of the country fish is very plentiful, though. This is true of poultry, too...and also, at present, of eggs. And cheese is in better supply now than it has been for several years, which provides a valuable protein food to be used in many ways. Be guided by your local or regional supply picture in planning this portion of the meal.

Famine diet precaution...

Incidentally, if you've heard the proposal that we Americans adopt a day's famine diet occasionally, to give us a better idea of what so many millions of people are suffering...let's be sure we are carrying out that idea in a helpful way.

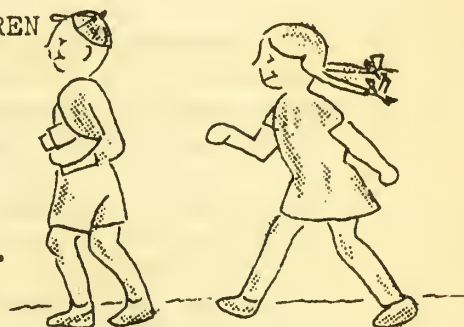
In most famine-stricken areas, grain foods are literally the staff of life. For us to follow such a diet, even for demonstration purposes for a day, would mean an increase in the use of the very foods it's vital to save for export. So if low-calorie demonstration meals are planned, be sure they are made up from locally abundant foods of the kind not wanted for shipment overseas.

Individual conservation stressed...

Conservation by every one of us grownups, wherever we are eating, is still considered generally to be of greatest value in the food-saving campaign. Quoting again from Mr. Hoover..."If we can persuade every man and woman, every nation, to do their utmost, we shall master this famine."

HOOVER ON CALORIES AND CHILDREN

No doubt many of you heard the report Herbert Hoover made by radio on his recent swing through the famine areas of the world, in which he covered 25 countries in all. Two or three points he made are specially worth repeating, however, because they offer urgent reasons for prompt and continued food conservation... excellent program material, if you haven't used them already.



Speaking of the "caloric yardstick", Mr. Hoover stated that there are about 300 million people who will be reduced to a 900 caloric level daily if they receive no more relief...and that's assuming that their own remaining resources can be evenly distributed. This, he pointed out, brings about slow death, and is less than the Nazis gave their prisoners at Buchenwald and Belson.

The children suffer...

Mr. Hoover said that his food mission measured the needs of each nation on a drastic caloric basis such as would pull them through, prevent mass starvation, and maintain order and economic life. This brought them to a bedrock figure of from 1,500 to 1,800 calories.

The 1,500 caloric bottom level, however, is...in his words...dreadfully hard on children. He stated that this low-caloric diet is as much as 85 percent bread, and the balance a little fat, sugar and vegetables...enough to pull adults through, but not adapted to children. Mr. Hoover said that the annual infant mortality rate is up to 200 per 1000 among children under one year old in many cities. He warned that there are from 20 to 30 million physically subnormal children on the continent.

Asia's children, too...

He admitted that the same could be said of tens of millions of children in Asia, where many millions have been falling far short of full life for years. He pointed out too that these children are harder to reach and help because of age-old rooted customs. In his own dramatic words: "Civilization marches forward upon the feet of healthy children. It is not too late to stop this most costly retreat and its debacle of endless evil."

GARDENING FOR HEALTH AND HAPPINESS

A home garden pays a dividend which many people may not have considered...it helps to relieve the mental and physical tensions so often encountered these days. In the words of Dr. Thomas Parran, Surgeon General, Public Health Service:

Creative counterbalance...

"Good health means more than the absence of disease...it means more than good nutrition. Good health is a state of physical, mental and emotional fitness. Home gardening can contribute to such a state of health.

"It furnishes outdoor exercise in the fresh air and sunshine...exercise which can be geared to the physical capacity of everyone, old and young. Such exercise relieves mental and physical tensions, produces relaxation, and promotes harmonious physical development.

"Gardening is creative...it is a release from the strain and boredom of living and working in an urban environment. It is a counterbalance for the restricted lives which most office and factory workers lead. Those who work under constant mental strain in a high tension environment are particularly benefitted by the physical and mental relaxation of gardening."

A family project...

This is a thought you may like to incorporate in some of your programs...it may help to interest more people in the vitally important subject of home gardens. Dr. Parran points out that a home garden project is of special value, because it is one in which the whole family can participate.

He says it helps to strengthen family ties and to promote the total health of the family. All this, of course, is in addition to the basic reason for a home garden...to increase the total food output of the country, and thus to help in the fight against starvation throughout the world.

A challenge to meet...

Dr. Parran's talk was given at the National Garden Conference in Washington, and his closing words are well worth quoting:

"Gardening awakens an interest in the never-ending mysteries of nature, prods our curiosity, challenges our skill, and provides a stern, if silent, opponent. It has a beneficial effect not alone reflected in the diet, but also in the perception of a broader, more fundamental design of life. Now, in these troubled times, we have need of such perception."

POTATO FEATURE

Plentiful supplies of new crop potatoes are moving from California and the Southern States...six thousand carloads by rail...plus an unknown quantity by truck...for the week ending May 18. That's over a thousand cars a day for a

six-day period moving a most acceptable food alternate for the wheat we can ship abroad more safely and economically.

The government has not bought many of the new potatoes as yet under the price support program. So far this season, regular markets have been able to absorb supplies at support prices or better. What small surpluses have been purchased by the government have gone to school lunch programs and institutions, and a minor portion to non-food outlets such as distillation.

Dehydration disadvantages...

A great many people have asked why...now that potatoes are bountiful...more are not dehydrated or manufactured into flour for shipment abroad. The reason why more potatoes are not dehydrated is largely a matter of expense.

Our government is buying no food for shipment abroad except for countries supplied by UNRRA, and the funds for this agency are too limited to purchase a comparatively expensive food such as dehydrated potatoes. The same answer applies to foreign countries making food purchases here...they want the most food value possible for every dollar spent.

It takes eight pounds of raw potatoes to make one pound of the dehydrated product, and one pound of the dried product reconstituted makes about four and one-half pounds. When you figure the purchase price of the vegetable, the processing and packaging charges, and the difference in weight from the fresh and reconstituted product, you see the expense items add up.

Potato flour limited...

As for potato flour...at present only three mills in the United States make potato flour. The total output of these plants is very small, for normally the only demand for this flour is from commercial bakers who combine potato and wheat flour in certain types of bread. Any substantial increase in production of potato flour is limited by the very lack of mechanical equipment at this time.

Because they're not well adapted to long trips overseas, potatoes are serving as the home guard in the fight against famine. They are helping the women of America reduce consumption of bread without sacrificing our present high level of nutrition.

Key to popularity...

Biggest problem homemakers face in increasing their use of potatoes is monotony of menus. Potatoes offered the same way every day soon lose their appetitè appeal regardless of how much food value they have. Now, as never before, there's a search for new ways to serve these old favorites.



The USDA leaflet, "Potatoes in Popular Ways", attached for your information, contains recipes approved by the Bureau of Human Nutrition and Home Economics to help you suggest variety to your listeners.

FAO LOOKS AHEAD

There's something important going on in Washington this week...a meeting which will have a big influence on the future world supply and distribution of food. The Food and Agriculture Organization of the United Nations is holding this conference, and it should bring hope to millions of people all over the world.

The purpose of the meeting is to plan for international action on the food problems of the world, but not alone on the present food crisis. In the words of Sir John Orr, Director-General of FAO...

"The only way to avoid the dangers inherent in this crisis is to get the facts and then get agreement, followed by immediate action, on a four or five year world program based on the facts."

The first phase...

In his statement on the opening day of the conference, Sir John pointed out that there is danger of assuming that this is a ninety-day crisis because of the publicity given to the current urgent need for food. He stated that this is only the first phase of a continuing shortage, which will exist long after the temporary organizations now dealing with it (such as UNRRA and the Combined Food Board) go out of existence. Sir John reminded the conference too that FAO is the only international body with authority to act beyond the end of the present year.

The FAO meeting is taking a long view of the world food situation...is looking as far ahead as the winter of 1947-48, and is facing the facts that food shortages are likely to continue at least until the harvesting of 1947 crops.

Weather factor...

The assumption of an easing of the crisis is based on expectation of average or somewhat better than average weather for the rest of this year and 1947. And, as we all know, we can't count on the weather always being favorable.

When it comes to animal products, the outlook isn't as bright as that for cereals. This is due partly to the war destruction of herds in many countries, and partly to a probable continued shortage of food.

Mr. Hoover's recommendation...

Herbert Hoover also addressed the FAO Conference on the opening day, and urged immediate consideration of the formation of a new organization under the auspices of the United Nations Security Council. He suggested this be called the United Nations Food Administration, and that a single Food Administrator be appointed as its head, with a small advisory committee.

Mr. Hoover also urged that this new group absorb, from September 1st, the food and agricultural activities of UNRRA, that it incorporate the Combined Food Board and all other international agencies connected with food and agricultural reconstruction. He laid stress on the importance of ending the widespread distribution of food on the basis of charity, saying that this is a wasteful and inefficient method.

La Guardia's viewpoint...

On the second day of the FAO conference, UNRRA Director-General La Guardia spoke and he disagreed with many of Mr. Hoover's food recommendations, although he insisted that he agreed in substance.

Mr. La Guardia expressed the hope that this conference would produce a definite plan of operation for an international-controlled supervision of food production and the distribution of food. He said that this organization should determine yearly the needs of each country for food and food, based on the crop, and that surpluses should be pooled so that all countries would have an opportunity of getting surplus food.

Mr. La Guardia said he did not believe that UNRRA could be terminated on September 1st, however,

Vital problems...

The foregoing gives some idea of the problems before this FAO conference...the formation of an international food organization, its scope and authority, the procurement and allocation of food, whether or not food distribution between nations should be continued on a "charity" basis, the special feeding and medical care of children...all matters of vital importance to the future peace and security of the world.

In next week's RADIO ROUND-UP we'll give you a further report on the conference and its accomplishments.

FISH PRODUCTION



Stormy weather last week cut down the production of shrimp and other seafoods throughout the Gulf area. The Department of the Interior's Fish and Wildlife Service at New Orleans reports a decrease of 50 percent compared with production in the preceding week. Most seafood counters, however, displayed a variety of choices, with shrimp the most scarce commodity. Ceiling prices on fresh, frozen and canned shrimp were lifted on May 20 for a period of 90 days.

BOMB DANGER

Now that the summer insect season is upon us, here's a warning about the new insecticides called aerosol "bombs"...which were used so successfully by the Army during the war.

Up to the present time, USDA's Bureau of Entomology and Plant Quarantine has not approved any formula for use by the general public of an aerosol containing more than three percent DDT. Those with larger amounts of DDT may be harmful to humans, and incidentally, no more effective against insects.

The label will tell...

Tell your listeners that they can find out by reading the label whether an aerosol has been made under a license issued by the Department. If it has...

this means, of course, that the formula also has been approved by the United States Department of Agriculture.

As you probably know, aerosol insecticides are composed of millions of tiny particles which float about in the air for many minutes after the gas has been released from the container. Any flying insect is almost certain to be killed...and an aerosol also will kill many crawling insects. Its use against these, however, is wasteful and uneconomical, and the Bureau suggests that other insecticides be used to control such household pests as cockroaches, ants or bedbugs.

MAKE 'EM LAST

Even though the shooting war is over, and reconversion has started, it's likely to be some time yet before there are enough new household appliances to meet the demand. This is particularly true of gas and electric ranges, and of vacuum cleaners and carpet sweepers. Therefore, it's important to most homemakers to keep the old ones in good condition for as long as possible.

There are two USDA leaflets, published during wartime, which give helpful suggestions along this line. These furnish diagrams and give suggestions for efficient use of the appliances, their care and preservation.

These leaflets are AWI-8, entitled "How to Make Your Gas or Electric Range Last Longer", and AWI-19, "Take Care of Vacuum Cleaners and Carpet Sweepers".

If you wish to offer either of these publications to your listeners, you can tell them to write directly to the Department of Agriculture, Washington 25, D. C. for a free copy.

BEST BUYS IN FRESH FRUITS AND VEGETABLES



Homemakers who fill their market baskets with fresh fruits and vegetables this week assure their families well-balanced meals and plenty of variety. The Production and Marketing Administration lists Irish potatoes as the best buy in the seven-state area comprising Colorado, Kansas, Louisiana, New Mexico, Texas and Arkansas. Abundance of supply and economical price for the amount of food value provided determine the selection. Popularity of potatoes is increasing week by week as more homemakers find them an adequate alternate for bread and cereal products.

Cabbage, onions, tomatoes and carrots also are available in good supply at reasonable cost. Each of these is a salad vegetable in its own right, but the quartet teams up nicely in a combination. Each is also adapted to a variety of uses in cooked form.

This week's best buy list also includes celery, citrus fruits, and a variety of home grown vegetables such as radishes, beans, turnips and squash. Corn and cucumbers are also good selections, and cauliflower is listed occasionally. Spinach and beets are popular throughout most of the area.

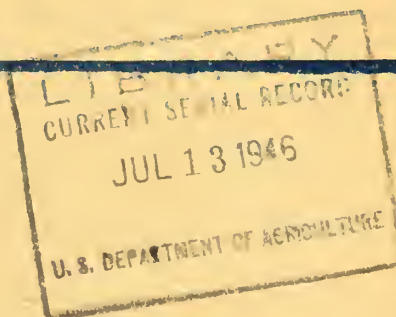
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DALLAS, TEXAS
May 31, 1946
No. 22

Radio Round-up

A weekly service for Directors of
Women's Radio Programs



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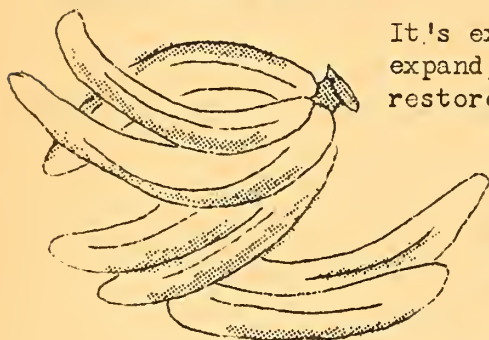
U. S. Department of Agriculture

Information Service
Production and Marketing Administration

YES, WE HAVE MORE BANANAS

But probably we won't have enough to satisfy our appetite for bananas for several more years to come, even though imports of this popular fruit are increasing rapidly. During 1945, 40 million bunches of bananas (approximately 50 pounds each) were imported into the United States, 28 percent more than in 1944 and 64 percent more than in 1943, which was the low year for the war period. Prewar imports averaged 55 million bunches annually.

Expansion expected...



It's expected that imports during 1946 will continue to expand, because many of the plantations are gradually being restored to production. According to a report of USDA's Office of Foreign Agricultural Relations, however, from one to three years will probably be required to get back to a high level of production. In some countries, where social and economic conditions have been greatly disturbed, it may take even longer.

The banana shortage during the past few years has been due largely to the effects of the war in the principal banana exporting countries of the world, curtailment of transportation, and to the spread of the disease sigatoka. This is a leaf-killing fungus, which has spread to every large banana-producing area in the world, and is both difficult and expensive to control.

Special transportation...

As for transportation, special facilities are required, both by water and by rail. The trip by water to the United States varies from four to 10 days, and two types of steamers are used, naturally ventilated and refrigerated. Then, after arrival at various ports, bananas are shipped by rail in special-type cars to important consuming centers.

The United States consumes a great many more bananas than the other importing countries. In most European countries, in fact, bananas have been regarded as a luxury rather than a staple food. If our relatively high level of consumer purchasing power continues, we're likely to import even more than we did before the war, provided we can get them, of course. Our principal sources of supply are Mexico, Honduras, Panama, Guatemala, Cuba, Costa Rica, Columbia, and Haiti.

RICE REPORT

We've mentioned this before, but in view of the rice report released this week it seems a good idea to issue another warning...don't count on rice to take the place of wheat or wheat products. And tell your listeners to forgo the traditional rice-throwing at June weddings this year.

Need increased...supply down...

Here's why: rice is the principal food in the diet of nearly one-half of the world's population, but the world rice crop for 1945-46 is smaller than last

year's by 600 million bushels. Getting it down to pounds, the world's exportable supplies which now are expected to be available during this year, are from two to four billion pounds. In Asia alone, however, there's a shortage of 40 billion pounds.

Maybe you've heard that rice production in the western hemisphere reached an all-time high during the past year. That's true, and it's true also that Africa produced a record rice crop. In the face of that, however, the decline in Asia's production is unprecedented, and harvests in Europe were materially reduced. The reasons for this are, naturally, the impediments to sowing and harvesting brought about by war, and also a drought in some areas.

Geographical distribution...

The largest deficit is in China, which before the war produced 35 percent of the world's rice crop. Even in bumper crop years, however, China averaged net imports of around 800 million pounds. In the following countries the rice shortage also is especially serious: India, Japan, the Philippines, Ceylon, British Malaya and the Netherlands Indies.

There are supplies from previous harvests in Burma, Siam and French Indo China, which would be available for export if the war damage to transportation facilities had been repaired. However, the 1945-46 crop in these three countries is only from 40 to 70 percent of normal, and will hardly meet domestic requirements. And in Korea and Formosa, which formerly exported considerable rice, production just about equals domestic consumption.

"Family hold back"...

So...that's why we in this country would do well to adopt the old F. H. B. slogan with regard to rice...and is it necessary to explain that this set of initials stands for "Family Hold Back"?

FAO FOOD MEETING FINALE

Here's a summary of the accomplishments of the FAO special meeting on urgent food problems held in Washington May 20-27, inclusive. The final session adjourned at 4:30 p.m. on May 27, with three specific answers to the challenge of world famine.

International Council formed...

The first answer was the formation of the International Emergency Food Council, composed of the commodity committee membership of the Combined Food Board, plus the Soviet Union. This includes 20 countries at present, but may be expanded to take in 50 or more. Any country with an important trading interest in a foodstuff may be invited to join.

It is expected that the Council will begin to function before the end of this week. Indications are that the new Board will consider possible surplus problems, as well as immediate food crisis questions. The meeting also approved the recommendations that FAO prepare a report on a permanent world food action agency, and that it cooperate with UNRRA in that agency's rehabilitation activities.

Research and Information Service...

The second answer was the establishment of an international research and information service, operating within FAO. Its first appraisal of the world food situation is to be presented by September 15. Briefly, the work of this agency will be to provide complete and accurate quarterly information on food, agriculture, and fisheries.

It is to be manned by persons with particular knowledge of different regions, and will have facilities for special surveys and for the collection of timely information. Where governments do not submit information, FAO will make its own estimates of the situation within a country.

Famine fighting recommendations...

Answer number three was a specific set of instructions to the nations of the world on how to stretch 1946-47 food supplies, and expand 1947-48 harvests. It is expected this will be the blueprint for food regulations in most countries within a matter of days.

Some of its recommendations are:

The increase of flour extraction rates to 85 percent;

The supplementing of wheat flour...by not less than five percent... with other grains, potato flour, fresh cooked potatoes, etc.;

Continuance of the present low levels in the industrial uses of grain, (for alcohol, etc.);

Diversion of fats and oils from soap, paint, varnish and similar uses...to food.

There are many other recommendations, covering other commodities, food and agricultural policies, agricultural supplies, etc.

As the sessions ended, the next full dress meeting of FAO was announced, to open in Copenhagen, Monday, September 2, 1946.

Practical measures...

In a comment on the results of the meeting, FAO Director General Sir John Boyd Orr observed that out of a situation of great perplexity and confusion, practical, concrete measures have been hammered out to meet the continuing emergency of famine and scarcity.

CARROTS...COLD OR HOT

Take advantage of plentiful carrot supplies and suggest interesting ways of serving this colorful vegetable.

Salad combinations...

The crisp carrot stick is practically always present on the relish plate these days, but when you find tiny raw carrots in the market, they might be washed,

scraped and served whole, for a change. Several small carrots stuck through a ring of green pepper form an attractive contrast in color and flavor.



And don't forget that carrot grated along with the cabbage, when cole slaw is in the works, makes the whole thing more interesting.

Hot ideas...

If carrots are preferred hot, here again it's nice to serve the small ones whole occasionally, and the tender young ones can be cooked in their skins. In any event, as you know, only the thinnest of peelings or scrapings should be made. The food specialists of USDA also suggest adding cooked carrots and peas, or a bit of chopped parsley, to creamed potatoes, for a three-colored effect that's delicious and a bit different.

And just a word about the food value of carrots...it's their rich supply of carotene which gives them their golden color. This is the substance from which the body makes vitamin A, and you know how valuable that is.

MENU MATHEMATICS

Now that we're turning over a new leaf on the calendar, it's a good time to think a bit about the June bride. She's starting housekeeping at a time when meal-planning and food-shopping are real problems. And frequently added to those is her lack of experience in housekeeping.

Many questions are in her mind as she sets out for the grocery store with her shopping list, and one of them concerns the quantity of various foods she must buy for the number of servings she needs. She wants to shop economically, both from the standpoint of money and from the angle of food conservation.

Reference list...

For the information of the bride, or any other shopper, the following list has been made up by USDA's food specialists, to indicate the number of servings per pound of many foods:

<u>Food Group</u>	<u>One Pound Makes</u>
Green and Yellow Vegetables...	
Fresh lima beans, peas, spinach.....	2 or 3 servings
Fresh snap beans, kale, carrots.....	3 to 4 servings
Head lettuce, red or green peppers.....	5 servings
Leaf lettuce, raw salad greens.....	8 servings
Canned or frozen lima or snap beans, peas....	4 servings
Citrus Fruit, Tomatoes...	
• Oranges or grapefruit, in sections or as juice...fresh.....	2 to 3 servings
Tomatoes, fresh.....	3 to 4 servings
Canned, whole or as juice.....	about 4 servings

Potatoes, sweet potatoes..... 3 or 4 servings
Other fresh fruits and vegetables..... 3 to 4 servings
Dried fruit..... 10 servings
Dry beans and peas..... 5 to 6 cups when cooked
or 8 to 10 servings
Meat, Poultry, Fish...
 With bone (as chops, poultry, whole fish).... 2 to 3 servings
 Boned or boneless cuts..... 4 servings
 Ground meat..... 5 servings
 Ready-to-eat meats..... 6 or more servings

Bread
 1-lb. loaf..... 18 to 20 slices

Family variations...

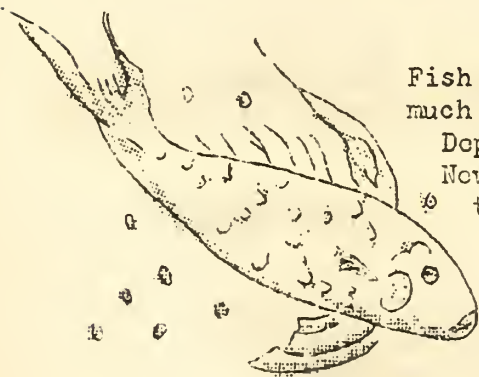
The quantities given in this list are geared to menus planned for a family where the wife keeps house or does office work, and the husband's work calls for a moderate amount of physical activity. Persons who are unusually large or active may require larger servings, and this will cut down on the number per pound.

Then too, right now while most of us are making cuts in our consumption of bread and other wheat products, we should be increasing the amounts of vegetables... especially potatoes. This will mean second helpings more often...something to allow for in shopping.

However, these figures give a basis for calculation which will probably help the new homemaker...and perhaps others as well.

THE FISH STORY

Fish counters generally continue to be well stocked, though much of the present supply is drawn from storage. The Department of Interior's Fish and Wildlife Service in New Orleans reports another week of reduced fish operations in the Gulf Coast area because of unsettled weather conditions, and the fresh catch as a whole was none too plentiful. Shrimp boats, however, managed to bring in good quantities of this favorite delicacy. Landings were good all along the Gulf except in the Texas area. The oyster catch continues to taper off seasonally with the coming of summer.



BEST BUYS IN FRESH FRUITS AND VEGETABLES

Best fresh food buys this week are cabbage, Irish potatoes, onions and tomatoes, Production and Marketing Administration announced today. Supplies of these four vegetables have been increasing gradually for several weeks and are

plentiful throughout the area. Carrots and green beans also are very good buys, along with squash, beets, turnips and lettuce.

"Best buys" at key markets...

ARKANSAS: Little Rock.....Cabbage, tomatoes, beets, yellow squash, Irish potatoes

COLORADO: Denver.....Cabbage, cauliflower, lettuce, onions, Irish
potatoes, radishes, spinach, tomatoes, grapefruit

KANSAS: Topeka.....Grapefruit, cabbage, tomatoes, beets, turnips

LOUISIANA: Baton Rouge.....Snap beans, new Irish potatoos, cucumbors, toma-
toes, corn, onions

Now Orleans.....Cabbage, Irish potatoes, carrots, grapefruit,
onions, snap beans

NEW MEXICO: Albuquerque.....Asparagus, dry onions, Irish potatoes, tomatoes,
Gallup and lettuce, cabbage, carrots, oranges
Santa Fe

Carlsbad.....	Tomatoes, Irish potatoes, cabbage, lettuce, dry
<u>Las Cruces</u>	onions, celery, turnips, spinach, oranges
<u>Silver City</u>	

Tucumcari.....Tomatoes, Irish potatoes, dry onions, cabbage,
celery, turnips, carrots, corn

OKLAHOMA: Oklahoma City....Cabbage, carrots, cauliflower, lemons, squash,
Irish potatoes, tomatoes, green beans

TEXAS: Amarillo.....Cabbage, squash, beets, carrots, beans, Irish
potatoes

Austin.....Irish potatoos, onions, green beans, tomatoes,
carrots, squash, blackeyed peas

Fort Worth.....Carrots, beets, green beans, blackeyed peas, squash
cabbage, onions, tomatoes

Houston.....Irish potatoes, beans, squash, cabbage, citrus
fruits, beets, carrots, onions

SPECIAL NOTE

While tomatoes are at the peak of the production season, homemakers will want to use them frequently and will be on the lookout for varied ways of serving this ever-popular vegetable. The attached leaflet, "Tomatoes on Your Table", prepared by USDA's Bureau of Human Nutrition and Home Economics, provides several suggestions...for salads, cooked tomato dishes, tomato and meat combination, soups, sauces, relishes, and even a few ideas for tomato desserts. We hope it will be useful to you.

IN THE BREAD BOX

Starting tomorrow, June 1, bakers will be ordered to reduce the weight of bread and rolls by 10 percent, but the bread and rolls will sell at the old price.

This action, in the form of an amendment to War Food Order No. 1, was taken by the U. S. Department of Agriculture as an additional step in the wheat conservation program. Bakers in forty states already had reduced the weight of these bakery products in response to wheat saving suggestions that had been made by the Federal Government. As of June 1, bakers in the remaining states and the District of Columbia may take similar action.

Labeling requirements...

The new amendment to War Food Order No. 1... (the order which bans consignment selling of bread, determines the varieties of bread and rolls that a baker can make, and calls for bread enrichment)... prohibits bakers from making or selling any variety of bread or rolls weighing more than 90 percent of the weight of such products produced March 15.

Bakers will be required to use wrappers or labels plainly indicating the actual weight of the products affected by this Order. If a baker cannot obtain new wrappers and labels or cannot correct those on hand, he must furnish each retail establishment where he delivers bread and rolls with a display card making the weight reduction announcement.

Exceptions...

A baker who does not ordinarily wrap or label his products... and is not required by law to do so... is exempted from the label requirement if he gives notice to the persons to whom delivery is made concerning the reduced weight of such products.

IMPROVEMENT IN BREAD SUPPLIES

You're probably wondering how long it will be before the supply of flour and bakery goods increases. Bakers will find more flour on the market after the new crop of wheat begins to move in volume. Beginning July 1, millers will be permitted to grind 85 percent of their 1945 monthly average of wheat for domestic use. This compares with 75 percent at the present time.

The present situation...

The current bread shortage in many sections of the country is due to record exports of wheat and flour to famine countries. War Food Orders at present limit millers to a grind of not more than 75 percent of the flour they distributed in April, May and June of last year. Millers are also limited to a 21-day inventory stock of 1945 wheat. Because of the short supply of wheat now remaining in this country, many millers have been unable to obtain enough wheat to mill even the 75 percent quantity permitted.

Bakers' stocks low...

As a result, some bakers have very little flour on hand and cannot obtain sufficient additional supplies from mills to maintain their normal bakery operations. That's why you may have been unable to obtain as much of your favorite brand of bread as you may have wanted.



DALLAS, TEXAS
423 Wilson Building
June 7, 1946
No. 23

Radio Round-up

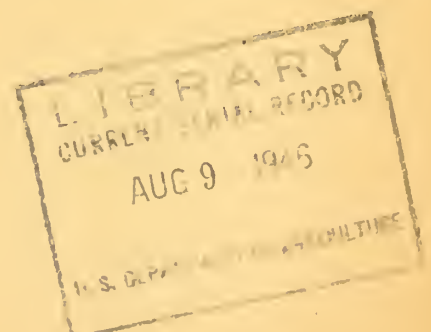
A weekly service for Directors of
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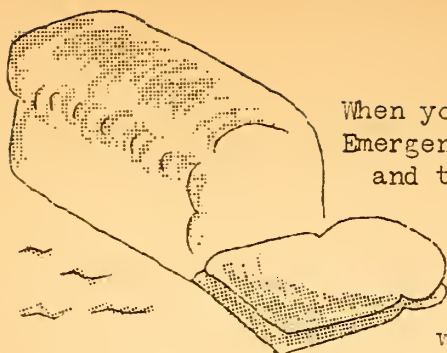
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U. S. Department of Agriculture

Information Service
Production and Marketing Administration



CONSERVATION COMES FIRST



When you're talking about food conservation and the Famine Emergency Campaign in general, here's something to remember and to pass along to your listeners: gifts of money or of canned food do not take the place of food-saving in the home.

There are several emergency relief organizations which accept such donations, and many people welcome the opportunity of making such personal and individual contributions to the welfare of the hungry all over the world. Obviously, nothing should be said or done to discourage these gifts of food or money.

Campaign against waste...

In order to make the available food go around, however, we in this country must keep up an active campaign against waste and improper use of food. If we waste even one slice out of every loaf of bread, or continue an unlimited use of cakes, pies and other wheat foods...it won't help very much to contribute canned food or money.

One thing is certain...the housewife is the best famine fighter there is, and her kitchen is the most advantageous battleground. You can help her with suggestions about wheat and fat conservation...give her ideas, menus and recipes which may be new to her.

Individual responsibilities...

If people have been asking you this question, "How much wheat should I, as an individual, save?"...here's a good answer straight from Chester Davis, Chairman of the President's Famine Emergency Committee:

"Heavy workers, families on low incomes who must rely on cheaper foods, and growing children should have first call on the limited supply of wheat products. All whose incomes permit the use of other foods in place of wheat flour, bread and cereals, and all whose work calls only for light physical exertion so that they do not need cereals for energy, should forego their accustomed amounts, especially during the next two months when supplies of flour, bread and other wheat products will be shorter than in many years."

No one simple formula...

As you realize, of course, individual circumstances vary greatly, and that's why it isn't possible to work out one simple formula for saving food which will apply to everybody. Everybody can help, however, by cutting down on food consumption (if it's unnecessarily high), especially bread, by using plentiful foods instead of those that are scarce, by cultivating a Victory garden, and by preserving food for the winter months ahead.

SUMMER-TIME TURKEY

Turkey talk, usually at fast pace during the Thanksgiving and Christmas season, can be summertime conversation this year.

First, because of the record production last year, there are still plentiful stocks of turkey in storage for this time of the year. Then too, there will be a heavier than normal culling of breeder flocks this summer due to the feed shortage. Also you can anticipate a supply of early marketed young turkeys in July.

Early marketing trends...

The pre-holiday marketing of young turkeys increased during the war. Producers planned early maturing flocks in order to get shipments of turkey on the way to remote Army posts in time for Thanksgiving dinners. Producers would get their poults in January, February or March, and some birds would be of marketable weight by July or August. Even though the war ended last fall, producers had already placed orders with hatcheries, and again will have early birds to offer this summer.

You've probably heard that 1946-47 turkey flocks are 15 percent smaller on an average than last year. This decrease does not necessarily mean fewer turkeys for consumers this year. Military requirements, which last year accounted for a sixth of the turkeys produced (100 million pounds out of a record 600 million pounds), will be cut about two-thirds this year.

Storage holdings heavy...

Then too, storage holdings will make up for some of the decrease in 1946 flocks. As of May 1, there were over 106 million pounds in storage across the country. This is better than three times the quantity in storage last year on this date, and nearly four times the 1941-45 May 1st storage holdings.

TURKEY TOPICS

Since all signs point to poultry, especially turkey, as easily available for the main course of many a summer dinner, the chances are good that you'll be safe in suggesting it fairly often whenever you're doing some menu-planning.

Turkey's a good choice for many reasons...it's wonderful for company dinners, and equally satisfactory for the family alone, since in that case there'll be delicious left-overs for several meals ahead. On hot summer days, cold sliced turkey, turkey salad, or a savory turkey loaf will form a tempting piece de resistance.

Recipe suggestions...

If you want to give specific recipes for cooking turkey, remember that you can look up all your favorite chicken recipes and substitute turkey.

(You'll find some good ones, plus plenty of cooking instructions, in USDA's bulletin "Poultry Cooking", which you probably have in your files. If not, you can get a copy by sending a postal card with your name and address, you know.)



Turkey a la king, turkey souffle, turkey mousse and turkey chop suoy all are as taste-tempting as when they're made with chicken. And turkey soup will taste just as good in the middle of summer as it does several days after Thanksgiving.

Picnic plans...

When it comes to picnics...a golden brown roast turkey, hot or cold, might well hold the place of honor; in the way of accompaniment...a big bowl of potato salad, some sliced tomatoes, carrot sticks, or any other favorite raw vegetables, plus fruit for dessert, coffee for the grownups and milk for the youngsters. This would make a meal that would satisfy everybody and still be very easy on the foods that are scarce.

INVITATION TO JOIN IEFC

In last week's RADIO ROUND-UP we told you about the recommendation by the FAO conference in Washington for the establishment of a new International Emergency Food Council. Action has been taken on that recommendation, in the form of an invitation from the Combined Food Board to 18 other nations to become members of this Council.

Membership intentions...

The letter of invitation was addressed to each government's ambassador, minister or representative to the United States, and asks that a representative be appointed to attend a meeting to be held in Washington on June 20th. This meeting is to be for the purpose of giving each country concerned an opportunity to signify its intention regarding membership in the new council.

The invitation was signed by Clinton P. Anderson, Secretary of Agriculture, United States member of the Combined Food Board.

CANNED MILK ORDER

About 12 million cases of evaporated milk will be bought this summer by the government for military and foreign relief requirements. Two million cases are for military agencies and 10 million cases will help alleviate famine conditions in Europe.

To get this evaporated milk, the U. S. Department of Agriculture has announced that manufacturers will be required to set aside 60 percent of their output during June. Set asides for following months will be announced when it is determined how much of the necessary amount is still unfilled.

Civilian supply...

Evaporated milk production will not be as large this year as last, but civilians should get over 50 million cases as compared with 48 million cases in 1945. Government requirements have been reduced from 39 to 12 million cases.

FOOD FOR THE FUTURE

The time has come to start talking about food preservation, either in the home or in a community food preservation center.

Your listeners who have Victory gardens underway are probably already making plans for preserving their surplus produce, but they won't object to a reminder from you and any helpful suggestions you may have.

A job for every homemaker...

Also, it's a good idea to remind every homemaker, whether she has a garden or not, that she should be prepared to take advantage of abundant supplies of various vegetables and fruits as they appear in local markets, and preserve as much as she possibly can.

You broadcasters, as a group, can be of tremendous help this year, just as you were all through the war, by keeping in touch with the local situation. You may want to schedule interviews with different community leaders who are active in promoting the food preservation program.

In 1946, as heretofore, the success of such campaigns in different communities will be assured by the teamwork of Victory garden committees, nutrition committees, civic clubs, garden clubs, luncheon clubs, women's clubs, youth organizations, parent-teacher associations, and others.

Planning time...

While the hardest push is planned for the month of July, you might lay some groundwork along these lines...point out to your listeners that the lives of 500 million people are threatened by famine. Those who know tell us that the crisis will not be passed before the harvests of 1947. World food stocks per person seldom have been lower than they are right now. During this growing season we must rebuild our stockpiles for another hard winter and spring.

In view of the critical world wide need for food, the ever-present uncertainty of growing weather, heavy consumer demand in this country, and the current processing and transportation difficulties, we must take advantage right now of every opportunity to add to our food stocks...because, of course, every bit of food we preserve can be considered as insurance against starvation in other countries and short supplies here at home.

Supply situation...

You're safe in saying that prospects are for a good fruit and vegetable crop this season. Also, there will be adequate supplies of glass jars, jar rings and closures, and of pressure canners. It would be well to purchase these things early, however, so that manufacturers may gauge the demand.

Here's a warning though...sugar will continue to be relatively scarce, so the best possible use should be made of our canning sugar supplies.



Where to get help...

You may like also to remind your listeners that they can get helpful information on home food preservation from the following sources: State Extension Services, State Agricultural Colleges, County Home Demonstration Agents and County Agricultural Agents.

Or they may write directly to United States Department of Agriculture, Washington 25, D. C. for a free copy of any of the following publications:

"Home Canning of Fruits and Vegetables"...AWI-93
"Home Canning of Meat"...AWI-110
"Take Care of Pressure Canners"...AWI-65
"Pickle and Relish Recipes"...AWI-103
"Home Freezing of Fruits and Vegetables"...AIS-48
"Freezing Meat and Poultry Products for Home Use"...AWI-75
"Curing Pork Country Style"...AWI-108
"Oven Drying"...AWI-59
"Home Storage of Fruits and Vegetables"...FB-1939

WHEAT ON LOAN

The U. S. Department of Agriculture is loaning wheat to flour mills in areas where bread supplies are short of reduced emergency levels.

These loans are possible because of the large amounts of wheat the government recently bought from farmers under a 30-cents-a-bushel bonus payment plan. Purchases through May 25 totaled over 81 million bushels for foreign relief shipments.

Repayment after July...

Because the recent rail strike and local floods have slowed up shipping schedules, the government can transfer some of this wheat to help domestic flour shortages without interfering with the relief export program. The loaned wheat must be replaced after July 1 when the new crop of wheat begins to move in volume to market.

PASS THE SPUDS, POR FAVOR



Somebody a long time ago "done" the potato wrong. Somebody said there 's fat in "them there" spuds. Somebody was mostly wrong. For potatoes are nearly 80 percent water. But it's hard to do an about-face overnight. Prejudice and old wives' notions go deep. So it's only cricket to keep telling the potato public that potatoes are not fattening...that one medium sized spud has a caloric count of one hundred...no more, no less, than a big apple.

The hitch...

But there is a hitch. And that is..."don't tie your spud to the gravy wagon, and don't butter it up." That's how the calories start multiplying. It's plenty good "meat". And anyway, those fats and oils are too

scarce and too desperately needed to fight famine. So don't lavish them on such a complete trick as the potato.

The current estimate is that we are 5 to 10 million bushels ahead of last year's record of early commercial potatoes. It wasn't exactly planned that way. But growers overplanted the goal, and nature was in a smiling mood. By the end of June, available supplies will total 52 million bushels. Come September, and it's likely an all-time record high will show a total of 70 to 75 million bushels in the early commercial states.

Plenty good...

This is good...good because we can eat potatoes three times a day and save precious exportable cereals.

The President has asked us to eat less wheat products. He has asked us to balance our diets with foods that are plentiful. Potatoes are plentiful. Potatoes are good. Potatoes are not fattening. Potatoes are one of the American farmer's big cash crops. So get on the Murphy bandwagon.

Ask them to come formal...with their jackets on. Or let them do a strip tease. But keep the peelings thin. Have them for breakfast, for brunch, for lunch, and for dinner. And in so doing you help the farmer, you simplify your menu planning, you serve your family with a cheap energy food.

A grand climax...

And what is most important right now, you're adding your drop of mortar to an atomic bomb-proof shelter. For peace goes with plenty...not with famine.

TOTALING OUR WHEAT SHIPMENTS

It now appears that we'll meet our 1945 export goal of 400 million bushels of wheat by June 30. Shipments by that date will be greater than our record after World War I and the greatest for any one country in history. What's particularly noteworthy is that the high goal for export was not established until last January, when normally our wheat supplies are declining rapidly.

Goal increased as needs grew...

We started out the 1945-46 marketing year with intentions to export 225 million bushels of wheat. Later we upped this to 250 million bushels. Then by December, with news of drought in some of the principal grain exporting nations and the increasing threat of famine abroad, we set our goal at 400 million bushels to be delivered abroad by the end of this June.

Almost half of this goal had moved by last December. Somewhat more than half had to come in the period of reduced supply. Conservation of wheat became the order of the day. Restrictions were placed on the amount of grain for live-stock feeding. Bans were issued on the use of wheat in beverage alcohol. Civilians were asked to save every possible pound of flour and cereal.

The pay-off...

And these measures have paid results. In the period January through May 20... almost 130-1/2 million bushels were exported. Increasingly large exports will be made in June.

If you want a telling point as to how civilian savings of wheat products have helped...domestic food use of wheat for April, May and June has been estimated at 85 million bushels. That's almost a 50 million bushel cut from the amount we used the first three months of this year and from the amount we used in April, May and June of last year.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Potatoes lead this week's list of best fresh food buys with onions and cabbage close behind, according to USDA's Production and Marketing Administration. Other good buys throughout the seven-state southwest area are tomatoes, beans, squash, and carrots. Numerous other vegetables are available in good supply locally, providing an excellent variety of fresh foods at all consuming centers.

The selection of fruits is still small, with citrus the best choice from standpoint of supply and price. One market listed watermelons as a good buy for the first time this season. Plums, peaches, cantaloupes and berries are available in the luxury group.

"Best buys" at key markets...

ARKANSAS: Little Rock.....Tomatoes, green beans, Irish potatoes, home grown squash

COLORADO: Denver.....Cabbage, cauliflower, lettuce, onions, Irish potatoes, green peas, radishes, spinach, turnips, watermelons

LOUISIANA: Baton Rouge.....Irish potatoes, tomatoes, onions, cabbage

New Orleans.....Cabbage, carrots, onions, Irish potatoes, cucumbers squash, snap beans, tomatoes

Shreveport.....New potatoes, onions, squash, green beans, lemons, oranges

NEW MEXICO: Albuquerque.....Irish potatoes, dry onions, cabbage, carrots, asparagus, green beans, head lettuce, spinach, grapefruit

Gallup and Santa Fe

Las Cruces and Silver City.....Irish potatoes, celery, tomatoes, lettuce, green onions, carrots, cabbage, squash, cucumbers, oranges, grapefruit

Tucumcari.....Irish potatoes, dry onions, beets, turnips, carrots, squash, asparagus, corn, cabbage, rhubarb, celery

OKLAHOMA: Oklahoma City....Beans, cabbage, cauliflower, lettuce, onions, Irish potatoes, tomatoes

TEXAS: Amarillo.....Cabbage, Irish potatoes, squash, beets, carrots

Austin.....Irish potatoes, tomatoes, onions, carrots, black-eyed peas, green beans, beets, okra, fresh corn

Fort Worth.....Beans, cabbage, onions, Irish potatoes, tomatoes, squash, cucumbers

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June 14, 1946
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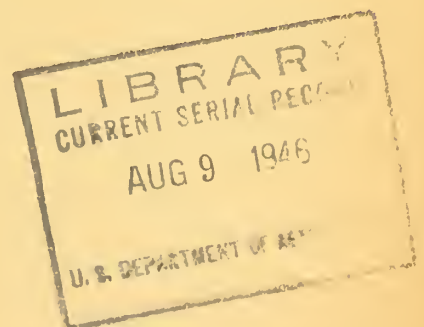


Radio Round-up

A weekly service for Directors of
Women's Radio Programs

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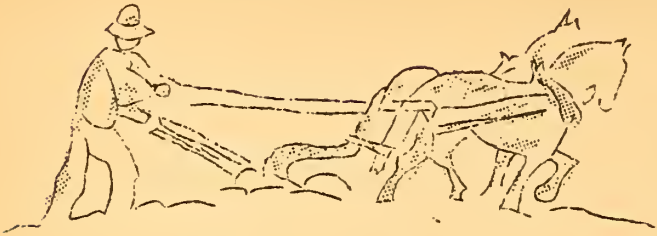


U. S. Department of Agriculture

Information Service
Production and Marketing Administration

JUNE CROP REPORT

The General Crop Report issued on June 10 gives the encouraging news that winter wheat prospects improved during May... and that with a fairly large production of spring wheat coming along, probabilities are good for our third consecutive billion-bushel wheat crop.



Unsatisfactory weather in May slowed down the progress of most other crops... But as of June 1st, prospects continued mostly satisfactory. Spring

plantings are up to the usual schedule, even for corn, although wet weather during May was some handicap in the eastern Corn Belt and the South. Generally speaking, the total volume of production is expected to rank well up with that of the past four years.

A good outlook...

As for fruit prospects... crops suffered some damage from freezing temperatures. Peach production in the Midwest was severely reduced, but the total national crop is likely to be near-record. Total fruit production, other than citrus, is expected to be slightly above average, and about 10 percent above last year.

Further good news is the fact that milk and egg production continued at high levels throughout May.

4-H CLUBBERS FIGHT FAMINE

If you're looking for a new angle from which to approach the subject of famine relief, food conservation and related subjects, you may get inspiration from some of the projects along this line now being carried on by 4-H Club boys and girls.

"Feed a famine victim"...

In Connecticut, a campaign is under way among 4-H'ers to "feed a famine victim." Based on the UNRRA estimate that \$72 is about the cost of a minimum diet for a European, each 4-H Club member in the State is being asked to feed a hungry child in a foreign country by producing or saving \$72 worth of food.

4-H Club girls in Texas are urged to contribute to Philippine relief one or more cotton garments, one or more bath towels, and two or more food sacks with needles and thread. For European relief, each Club is asked to contribute one or more cases of evaporated or condensed milk, or of suitable canned foods which can be purchased locally.

Food conservation in practice...

In Tennessee, a project of 4-H clubbers and future farmers of America provided more than a million pounds of meat this spring from swine fed largely on pasture and gleanings from the fields, and from kitchen garbage. This fulfilled the dual purpose of saving grain and producing valuable food.

The girls' 4-H Clubs in northern Rhode Island have been stressing the conservation of food as a means of cooperating with the famine relief program. They've held demonstrations of saving fats and oils, eliminating waste in cooking and at the table, using corn and oats in place of wheat, and substituting potatoes and other starches for grain, while still maintaining properly balanced menus.

National meeting...

Incidentally, the 16th National 4-H Club Camp is now being held in Washington, D. C., June 11th through 18th. This year's programs will emphasize particularly the role of citizenship in a rapidly changing world.

A special effort will be made to help delegates know their government, through group discussions, study, visits to important government departments, sitting in on congressional committees, and contacts with some of the nation's outstanding leaders. Visits also are being made to many national shrines in and near Washington.

A HERBAL REPORT.

We're hearing about herbs these days... more than ever before, it seems. During wartime, there was a scarcity of imported herbs, and those we did receive were much higher in price. As a result of this both home gardeners and commercial growers began to cultivate herbs.

Assortments available...

Many stores and gift shops are now featuring those attractive herb kitchen kits.. ranging from two or three small jars of the familiar varieties to elaborate assortments including almost every herb in the alphabet from anise to winter savory.

Now, we're all looking for ways to introduce unusual flavor and zest into everyday meals, especially in these days of somewhat limited choice, and one way to do this is by using savory herbs. It seems very likely that some information about the use of herbs, from USDA's Agricultural Research Administration, will be of interest to your listeners.

"Les fines herbes" and others...

The beginner in herb cookery will want to know the names of the favorites, especially that group called by the French "les fines herbes." This includes the following six: sweet basil, chervil, sweet marjoram, thyme, rosemary, and tarragon. These and many others can be used singly or in blends.

There are no set rules for blending herbs. Even the experts admit that the most important factors in using them effectively are interest, imagination and constant experimentation.

Flavor blends...

Certain herbs blend harmoniously with almost any foods...others with only a few. Here are several flavor alliances that are particularly successful: with turkey, chicken and other fowl...use various combinations of poultry seasoning

made of fresh or dried leaves of basil, lovage, marjoram, parsley, rosemary, summer savory, sage and thyme.

When it comes to broiled fish, try finely chopped dill, basil or tarragon leaves for a pleasing flavor. Dill blended with butter is excellent on broiled fish too...if one can afford the butter. And shrimp is delicious simmered in butter with chopped basil leaves. As for that old standby, clam chowder, make its flavor more interesting with a dash of powdered thyme.

Exciting ideas...

You can add excitement to many egg dishes by peppering them up with one of the "fine herbs", either alone or blended with another, or with chervil, chive, parsley, summer savory or celery. And when other fresh herbs are not available...parsley, onion juice and celery tops can be used to give a robust flavor to an omelet.

In these days when we're encouraging the use of potatoes, to take the place of many wheat products, you might suggest that a pinch of dried sweet marjoram added to creamed potatoes transforms them into something special.

General suggestions...

Expert cooks warn the novice in herb cookery to use herbs with a light hand, because the aromatic oils are strong, and too much of any flavor is objectionable. Blend them carefully, never using more than one of the very strong herbs.

The best way to draw out and extend the flavor, they say, is to blend or heat herbs with butter, margarine or other cooking fats. In these days of fat shortages, it's nice to know that pork drippings and rendered chicken fat can be used in this way. When using fresh herbs, the leaves should be cut or chopped very fine.

Experimentation's in order...

And here's another warning...dried herbs are three or four times stronger than fresh herbs. And remember that long cooking will destroy the delicate aroma and flavor of herbs. For use in soups and gravies, tie fresh herbs in tiny bunches (bouquets) or place ground herbs in cheesecloth bags, and add them about half an hour before cooking is finished. They should be removed as soon as they've served their purpose.

The use of herbs in cooking offers interesting possibilities...why not suggest a bit of exploration in this field?

STUFF 'EM WITH SPUDS

Since potatoes are plentiful, and since we're trying in every way possible to cut down our use of bread and wheat products, here's a recipe which should be helpful to your listeners.



Tell them they can substitute mashed potatoes for most of the bread crumbs commonly used in poultry stuffing. (As you know, chicken and turkey are on the list of plentiful foods in most sections of the country these days.)

Potato Stuffing for Chicken...

2 cups unseasoned mashed potato	$\frac{1}{2}$ cup melted fat
1 cup stale bread crumbs	1 teaspoon salt
1 egg, unbeaten	$\frac{1}{4}$ teaspoon pepper
1 tablespoon finely minced onion	1 teaspoon sage

Combine all ingredients and pile lightly into the bird. This stuffing also can be used in place of bread stuffing in meat roasts. This recipe was developed by home economists of USDA's Bureau of Human Nutrition and Home Economics.

MELON COME ON

Watermelons now on the nation's markets are principally from Florida and Texas... with the Pacific Coast area largely supplied by the Imperial Valley of California. At present, this fruit is selling at good prices.

In July, watermelons will be moving in volume from South and North Carolina, Georgia, the Gulf states and Arizona. And with the acreage for both late spring and early summer watermelons showing a large increase over 1945, this popular fruit will be on the plentiful list next month.

These, too...

Cantaloupes from the Imperial Valley of California have been arriving at markets in increasing quantities the last two weeks. Prices are still high, but should come down as supplies increase and as additional States start their harvests to market.

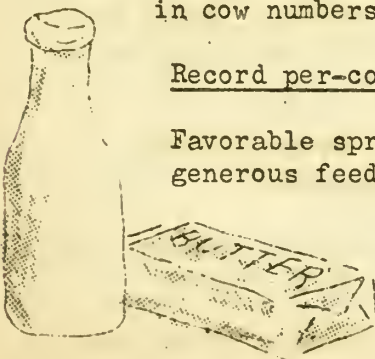
ON THE MILK WAGON

You might not be finding all the butter and cheese you want, but those shortages do not necessarily mean that milk production is declining.

The June 1 Crop Report just issued by the U. S. Department of Agriculture points out milk production is continuing at near record volume. Even though cow numbers have declined from the high level in war years, the yield of milk per cow during May was at the highest rate in history...in fact, nearly offset the cut in cow numbers.

Record per-cow production...

Favorable spring weather, early and lush feed from pastures and generous feeding of concentrates contributed to the record flow of milk per cow. Also, dairymen are evidently maintaining their herds since the announcement of upward price and subsidy adjustments by the Office of Economic Stabilization.



The production rate means that consumption of fluid milk per person can continue at the all-time high established during recent months.

and certainly will not be a deterrent in butter production. But here again we can not drink our milk and have all the butter we want.

Expanded milk drinking...

It's been estimated that Americans increased their use of fluid milk 25 percent during the war. And since V-J Day, use of fluid milk and cream leaped another 10 to 15 percent. In fact, about half of our milk production is now being used in fluid form.

In view of this expanded use of fluid milk and cream...as well as increased manufacture of ice cream...less milk is going into the manufacture of such dairy products as butter, cheddar cheese and evaporated milk than at any time in the last 20 years.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Irish potatoes, cabbage and tomatoes are this week's best fresh food buys, according to USDA's Production and Marketing Administration. Onions, squash and lettuce are also good selections at most markets in the seven-state southwest area. Locally plentiful vegetables include green beans, peas, spinach, radishes, corn, carrots, and beets. Grapefruit is the best fruit buy with oranges a close second.

"Best buys" at key markets...

ARKANSAS: Little Rock....cabbage, green beans, tomatoes, Irish potatoes

COLORADO: Denver.....cabbage, cauliflower, lettuce, onions, green peas, Irish potatoes, spinach, radishes, watermelons, tomatoes

KANSAS: Manhattan.....cabbage, Irish potatoes, tomatoes, oranges, grapefruit.

LOUISIANA: Baton Rouge....Irish potatoes, onions, cabbage, tomatoes
New Orleans....onions, Irish potatoes, tomatoes
Shreveport.....Irish potatoes, cabbage, corn, squash, oranges, grapefruit

NEW MEXICO: Albuquerque....tomatoes, Irish potatoes, cabbage, green beans,
Gallup andcarrots, dry onions, head lettuce, grapefruit
Santa Fe
Las Cruces and..tomatoes, Irish potatoes, lettuce, cabbage,
Silver City.....squash, oranges, lemons, grapefruit
Tucumcari.....tomatoes, Irish potatoes, onions, cabbage, beets, lettuce, celery, radishes, corn, squash

OKLAHOMA: Oklahoma City...cabbage, carrots, celery, lemons, Irish potatoes, tomatoes

Desserts to go with a vegetable dinner are easy to plan...and easy to cook. There are plenty of eggs and fresh milk for custards, and these can be flavored according to preference. Then there's ice cream...or fresh fruits...for variety.



DALLAS, TEXAS
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June 21, 1946
No. 25

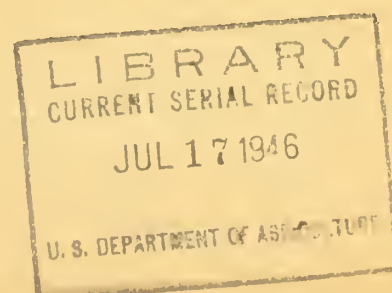
Radio Round-up

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U. S. Department of Agriculture
Information Service
Production and Marketing Administration



PRELIMINARY FOOD PICTURE

Here's the food picture for the year ahead given by Secretary of Agriculture Clinton P. Anderson, and based on an estimate of major food supplies and the tentative plans for government procurement.

We'll eat more...

On an overall basis, United States civilians will continue to eat more than they did before the war. Certain foods will be more plentiful than in 1945-46, namely canned fruits and fruit juices, canned vegetables and vegetable juices. The quantities of fats and oils and dry beans will be about the same.

However, when it comes to meats, poultry and eggs, wheat products, dried fruit and dry peas...there won't be quite as much. It's expected that civilians will get about the same amounts of cheese, canned milk and dried milk as they had in the last half of 1945.

Estimates are tentative...

When you're using this information, you should take into consideration the fact that estimates for many commodities are necessarily tentative at this time. Also, the plans for government purchases are not based on final allocations. It's quite possible there may be changes and modifications, as the year advances.

These estimates were prepared as the basis for discussion at a conference of USDA's Production and Marketing Administration state field representatives in Chicago early this week.

A WEEK TO REMEMBER

There's another "week" coming along...a very important one too...and the cooperation of women broadcasters will have a great deal to do with its success. This is National Home Food Preservation week, July 15 to 22.

Cooperating groups...

USDA's designation of this specific week is for the purpose of focussing attention on the necessity for home canning and preservation of food at a time when food conservation is an urgent need throughout the world.

Active cooperation in this program has been promised by the President's Famine Emergency Committee, the National Garden Institute, the National Red Cross, various consumer and trade groups and other interested public and private organizations.

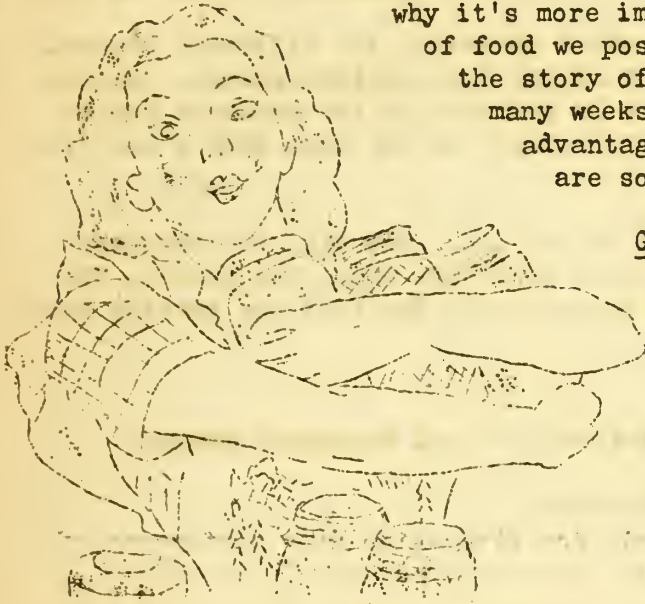
Food spells peace...

In announcing the dates of this observance, Secretary Anderson said: "The immediate problem that faces a wartorn world is food. Food spells peace and democracy. Food spells rest instead of foment. It is the obligation of every American to conserve and to preserve this precious food. In this way we assure our own people a better diet, as well as help the famine-stricken of the world."

General information about home food preservation was given in the June 7 issue of RADIO ROUND-UP, and the story on community canning centers this week should give you further program material. We'll follow up with more of the same in the weeks to come.

COMMUNITY CANNING CAMPAIGN

A very important part of the 1946 food preservation program is the campaign for the use of community food preservation centers. You know all the reasons why it's more important than ever to preserve every bit of food we possibly can this year...we've been telling the story of the desperate world food situation for many weeks. Perhaps you don't realize all the advantages of community centers, though, so here are some facts for your consideration:



Group benefits...

The community center provides:

- (1) Space and equipment for families having limited facilities for canning at home.
- (2) A place where the whole family may work together for efficient conservation.
- (3) Instruction in approved methods for inexperienced canners.
- (4) A place where employed persons may preserve food after working hours.
- (5) A place where volunteers may, working together, preserve seasonal abundances under specified conditions for school lunch programs and for relief.
- (6) Facilities, in some cases, for dehydrating food and for preparing food for freezer lockers.

Requirements...

A community food preservation center may be established in a church or club kitchen or a home economics laboratory which has stoves and running water, provided it's equipped with pressure canners and other standard food preservation equipment.

Naturally, it's an ideal setup if a community has a center equipped with a steam line, steam retorts, electric sealers for tin cans, and other permanent equipment. Every center should have a trained supervisor to direct its operations and experienced workers to assist patrons.

A community job...

Since such a food preservation center is a community job, it needs a sponsor and a publicity committee. It may need help in raising funds, and also the

backing of educational and civic groups. In past years excellent support and leadership have been furnished by victory garden committees, nutrition committees, parent-teacher associations, church groups, civic clubs, women's clubs, press and radio groups, etc.

However, the efforts of cooperating groups in any one community will be most effective if coordinated by an over-all steering committee.

Financial arrangements...

There is, of course, a financial angle, which varies in the different communities. In certain cases, where the center is run by a welfare agency, patrons pay for the cans they use, and contribute 10 per cent of the products canned for charity. In other instances, they pay the cost of the cans plus a service charge of two or three cents.

This amount varies according to the size of the can...and also the overhead expenses of the center. Of course, the more there are using the center, the lower the overhead proportionately, and consequently the less the service charge.

Information sources...

The following are excellent sources of information and technical advice:

State Agricultural Extension Service;

State PMA office of the USDA;

State Department of Education, Vocational Division;

State Farm Security Office.

Also, there are two publications useful to supervisors, managers and workers on the staff of community food preservation centers, which are available free from U. S. Department of Agriculture...Washington 25, D. C. These are: Community Canning Centers, MP-544, and Instructions on Processing for Community Frozen-Food Locker Plants, MP-588.

CANNING SUGAR STAMP

The number is 10, the date is July 1st, and the amount is 5 pounds. That covers the OPA announcement of the second, and final, canning sugar stamp for 1946. That's spare stamp 10 in ration book 4, of course, and both this and spare stamp 9, which is now good for 5 pounds of canning sugar, will be valid through October 31st.

This announcement confirms the earlier prediction that this year's total for canning would be only 10 pounds.

Supplies still short...

You know, of course, that we're operating under the honor system this summer...no declaration is required that the purchaser intends to use the sugar for canning. It's entirely a matter of conscience, and an occasional reminder from you will help to keep your listeners aware of this.

All indications are that sugar, as a world commodity, will continue in short supply throughout 1946 and probably throughout 1947. While the preservation of food is of the utmost importance, the use of sugar for this purpose must be as economical as possible.

Incidentally, OPA states that present plans indicate another sugar stamp for household use will become valid on September 1st, also good for five pounds. The announcement of the stamp number will be made later.

PEACH PARADE

Now comes the peach crop, expected to be the second largest on record. From the South, from the Midwest, and from the Northern States, liberal supplies are predicted all during the summer months. The June 1 Crop Report estimates 81,065,000 bushels for the 1946 peach figure. This compares with 81.6 million bushels in 1945 and a 10-year average of less than 60 million bushels.

Peaches for Christmas...

So it's peaches that we'll be hearing and seeing a lot of. What to do with them, that is the question. The answer is elementary.... peaches are one of the best "put up" jobs on the homemaker's shelves. And since the supply of commercially canned fruits is going to be on the low side, peaches will look mighty "purty" in your pantry when winter's magic is a thing of beauty, but not something you can eat.

On the nutritive theme, peaches at peak ripeness offer a fair amount of vitamin C. But the real selling point is lushness and flavor. Putting them up can mean canning, freezing, drying or preserving. It all depends on your equipment.

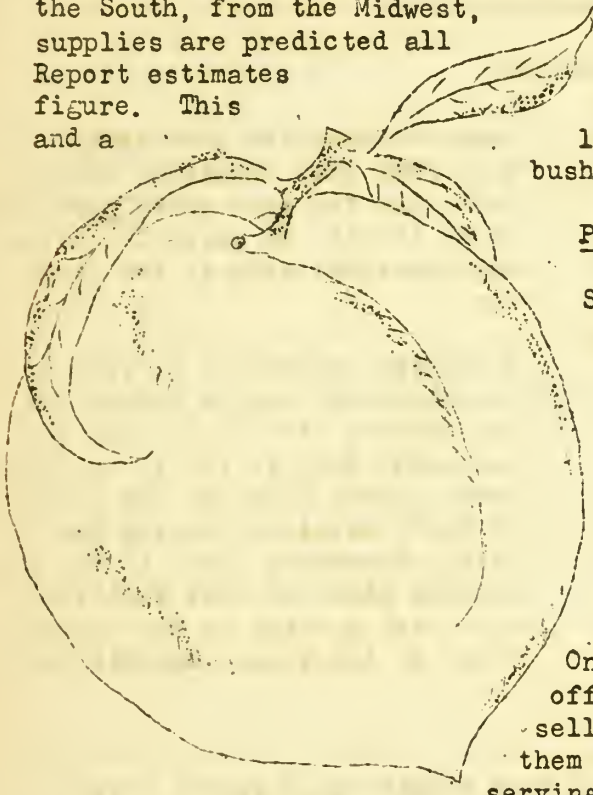
The choice for canning...

Be sure the fruit you select for preservation is table ripe, firm and perfect... no "bad eggs" allowed. And don't be fooled by a pink cheek. It's the whole canvas that counts, and not the rosy blush. Use the softer fruits for peach butter or jam, and the slightly underripe ones for pickles.

SOAP STRATEGY

Soap-saving continues just as necessary as during the war, and you're doubtless mentioning this in your programs from time to time, probably in connection with the still-important subject of fat salvage.

It might be well to suggest again to your listeners a couple of practices followed by thrifty housekeepers for many years...some of the newer members of the homemaker's sorority may not have heard about them.



Make it last longer...

First, there's the old-fashioned soap-shaker, that small wire basket on a handle, which holds bits of left-over soap and can be used to swish up a dishpanful of suds in short order.

Then, there's the business of amalgamating the worn-down wafer of soap with a new cake, which is particularly successful with toilet soap. Just dampen both pieces and press them tightly together...after the cake's been used a time or two, the thin wafer will be stuck to the new cake as tightly as a postage stamp.

Soap is such a precious commodity in many parts of the world these days that it's up to us to make it last as long as possible.

CAMPING AND COOKING



Vacation days are here again, and this year they should be happier days than for some years past, because it will be possible to take an occasional trip in the family car.

A camping expedition is sure to be the choice of many a vacationer... and whether it's for a week or a week-end, this is likely to involve some outdoor cooking. As a matter of fact, out-door cooking has a fairly important place in the summertime plans of most families, what with picnics in the country, trips to the beach, and all that.

Camp cooking hints...

There's a definite technique for getting the best results when you're cooking in the open, starting with the right kind of a campfire. The proper method of building the fire, lists of the necessary supplies for a camping trip, tested recipes, and names of reference books all are contained in the interesting booklet "Cooking Over the Camp Fire", a publication of USDA's Forest Service.

We are sending you a copy of this booklet with this issue of RADIO ROUND-UP, because we believe it will give you helpful program material.

Help the Forest Rangers...

Speaking of camping trips...the Forest Service warns those who stop at camp or picnic sites in the National forests this summer that they probably won't find those areas in the tip-top condition of pre-war years. As you doubtless realize, war service took many forest rangers, and those who were left were kept busy getting out the necessary forest products to supply heavy wartime demands.

It hasn't been possible yet to repair the damage which resulted from this necessary let-down in care. Those who use these campsites can be of real assistance

to the forest rangers if they'll keep the areas clean and, when they break camp, leave everything as they'd like to find it.

Fire hazard...

Apropos of good camp-keeping, it's very timely to issue another warning about forest fires. This subject was mentioned in a recent RADIO ROUND-UP (April 26), but the danger continues great throughout the next few months. The enclosed folder "Forest Fires and How You Can Prevent Them" will give you some valuable program material on this subject.

The third booklet enclosed, "Building With Logs", gives complete details about the construction of log cabins and furniture, together with diagrams and pictures.

For your listeners...

If you would like to offer a free copy of any of these USDA publications to your listeners, just tell them to address a postal card to Forest Service, U. S. Department of Agriculture, Washington 25, D. C., specifying the one desired. If you wish to offer all three, tell your listeners to request the Outdoor Packet.

FROZEN FOOD FACTS

Frozen foods are coming more and more into the home-making picture...both those that are frozen at home and the commercial varieties which can be bought at the frozen food stores opening up in so many neighborhoods these days.

Those who've never used frozen foods, or who are using them for the first time, often ask questions about the cooking time required...whether or not they must be thawed before cooking...and how this should be done when it is necessary. Here are some of the answers, based on information from USDA's food specialists:

Vegetables...

Most frozen vegetables can be cooked without thawing, and because the frost furnishes some moisture, only a little water need be used...one-fourth to one-half cup usually is enough for 4 to 5 servings.

Furthermore, frozen vegetables cook faster than fresh, since the blanching process partly cooks them. Corn on the cob is the only vegetable which must be completely thawed before cooking. Several others, such as greens, asparagus and broccoli, cook more evenly if they're thawed just enough to separate the leaves or stalks. Vegetables packed in brine should be partly thawed, and part of the brine used as cooking liquid.

Incidentally, if there's more in a package than is needed for one meal, the package of frozen vegetables may be cut in two, and one half re-wrapped and kept frozen. Vegetables which have been thawed never should be re-frozen.

Fruits...

Frozen fruits should be thawed before serving, unless they're to be cooked. In this case, thaw the fruit only enough to separate the pieces. Berries may be served while they still have a few ice crystals. Although the texture of peaches

is better while they're still a little icy, the flavor is improved by more complete thawing.

Fruit should be left in the sealed container to thaw, and it's a good idea to turn the package several times during the thawing process, to keep the fruit coated with syrup and to prevent darkening.

A 1-pound package of fruit will require from 6 to 8 hours to thaw on a shelf in the refrigerator, but at room temperature, the time can be shortened to 2 to 3 hours. Watertight packages may be thawed in cool running water if a hurry-up job is necessary. This will take only from 30 minutes to an hour.

The package of frozen fruit may be divided, the same as the vegetables. If more is thawed than can be used at one meal, the left-over fruit should be cooked before it's stored in the refrigerator. And when using frozen fruit in puddings or other cooked dishes, allowance should be made for the sugar or syrup in which it's packed. It is possible that no further sweetening will be required.

Meat...

Frozen meat can be cooked without being completely thawed, although large roasts and large steaks should be at least two-thirds thawed. When cooking frozen meat a longer time will be required, of course, and it's well to start the cooking at a low temperature.

Meat which has been allowed to thaw should be cooked promptly, as moist meat furnishes an ideal site for the development of spoilage organisms.

Poultry...

Poultry may be thawed in the package shortly before cooking...or to speed things along, the outer wrapper may be removed and the bird thawed more rapidly in front of an electric fan.

If the defrosting is done in the refrigerator, from 6 to 8 hours per pound will be required for a 3 pound bird. Turkeys, being much larger, will require a proportionally longer time. A 5-pound bird, in front of an electric fan, will thaw enough in from 3 to 6 hours so that the giblets can be removed.

If poultry is not completely thawed, extra time must be allowed for cooking.

Fish...

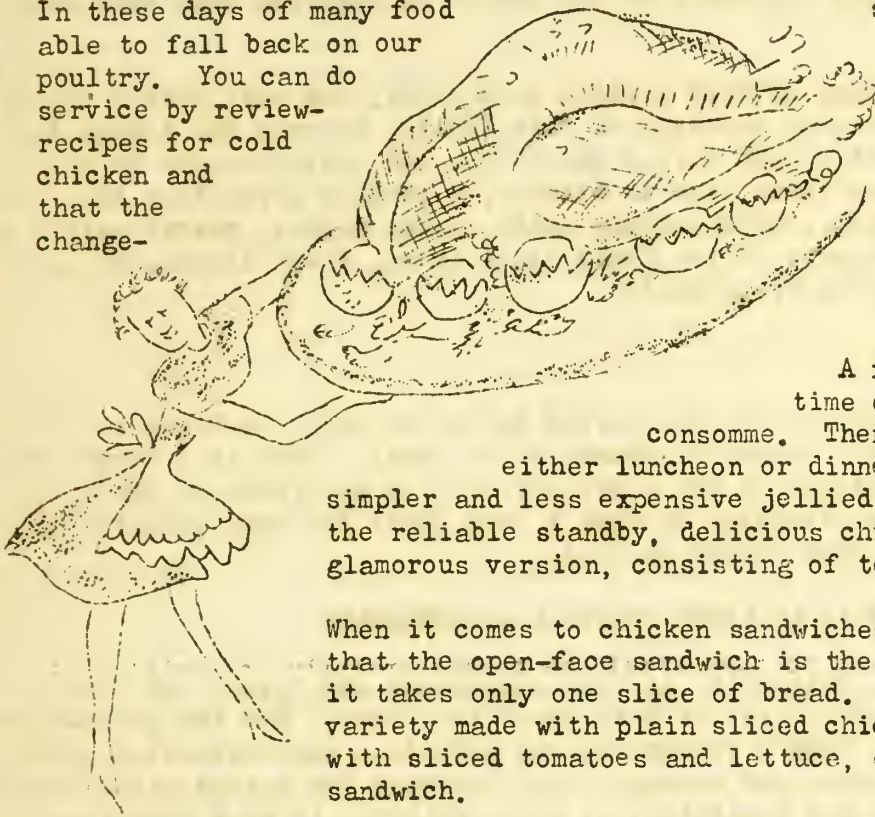
Fish may be either completely or partially thawed before cooking. If only partially thawed, however, the cooking should be done slowly, and extra time allowed. Fish may be thawed on a shelf in the refrigerator, or more speedily at room temperature.

This information will give you program material to use when you're talking about frozen foods, and also may help you to answer questions from your listeners.

SUMMER STYLES IN CHICKEN

Today...June 21st...the summer solstice, or more familiarly, the beginning of summer...brings the thought of cold foods for refreshing summer meals.

In these days of many food able to fall back on our poultry. You can do service by reviewing recipes for cold chicken and that the change-



shortages, it's grand to be plentiful supplies of your listeners a real ing all your favorite dishes made from both turkey, reminding them two can be used inter-ably.

Cold chicken...

A fine way to start a summer-time dinner is with jellied chicken consomme. Then, for the main course of either luncheon or dinner, there's mousse, or the simpler and less expensive jellied chicken. And there's always the reliable standby, delicious chicken salad, and the more glamorous version, consisting of tomato stuffed with same.

When it comes to chicken sandwiches...remind your listeners that the open-face sandwich is the right style this year, as it takes only one slice of bread. This can be either the variety made with plain sliced chicken, possibly dressed up with sliced tomatoes and lettuce, or the popular chicken salad sandwich.

Combinations...

And for variety on the platter for summer meals, slices of cold chicken combine beautifully with the pressed meats and other cold cuts which most markets afford, even when other meats are practically non-existent.

Again we remind you that USDA's booklet "Poultry Cooking" contains many fine recipes for cooking and serving chicken and turkey. If you haven't a copy in your files, you can get it by sending your request on a postcard to U. S. Department of Agriculture, Washington 25, D. C.

A LEMON TALL 'UN

Lemons are on the market the year round, but the heaviest use of them in fresh form is during warm weather, and there'll be plenty of this vitamin C-rich fruit in the months ahead.

Most of our lemons come from the interior valleys and coastal areas of California and from Arizona. They're harvested from November until October, with the larger part of the crop picked by the end of May. After May, harvesting of lemons is confined chiefly to the coastal areas.

They ripen in storage...

The ripening process of lemons differs from that of oranges and grapefruit. Unlike oranges and grapefruit, only a small percentage of the crop is tree ripened. Most lemons are picked in a "silver" or "green" stage and held in storage two or three months depending on the degree of maturity when they were picked.

This past winter, the lemons matured earlier than usual, and were picked earlier... so there have been big storage holdings of this fruit. Because the demand for fresh lemons was not great enough during the winter and spring months to move the lemons that had become fully ripe in storage, a greater percentage than usual went into lemon by-products...canned lemon juice, lemon powder, citric acid, etc. Of course, now that the demand at the fruit stand is up, fewer lemons are going into the manufacture of such by-products.

Fresh supply...

The indicated lemon production for the period November, 1945, to October, 1946, is a little over 13 million boxes (79 pounds to the box). This is a larger crop than last season. But because of the heavy movement to by-products, the U. S. Department of Agriculture estimated on June 1 that about the same quantity of lemons will be available this summer as last.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

A quartet of vegetables...attractive in both appearance and price, and rich in food value...tops this week's list of best fresh food buys. For the seven-state southwest area as a whole USDA's Production and Marketing Administration gives first place to Irish potatoes and cabbage, with tomatoes and onions close behind. A variety of other fruits and vegetables is also available in good supply at reasonable price. Best selections fall in the locally-grown group and include squash and carrots, green beans, corn, lettuce and peas.

Fruits increasing...

More fruits are listed than for several weeks. Peaches and cantaloups are among the best selections, and watermelons continue popular at some markets. Cherries, plums and nectarines also are fairly good buys. However, the best all-round fruit selection is still citrus...with grapefruit and oranges about equally popular.

FISH BULLETIN

The Department of the Interior's Fish and Wildlife Service at New Orleans reports higher prices for shrimp during the past few weeks, with supplies less plentiful in the Gulf Coast area. However, there has been a fairly heavy movement of frozen shrimp to distant markets, which should add shopping interest to the fish counters at interior points.

In spite of the gradual reduction in stocks on hand in the freezers of the Gulf Coast area, holdings are still twice as heavy as a year ago...good news for lovers of this shellfish delicacy who like to know the supply is dependable.

In contrast to the shrimp situation, Gulf Coast markets reported crabs rather plentiful and prices some lower the past week.



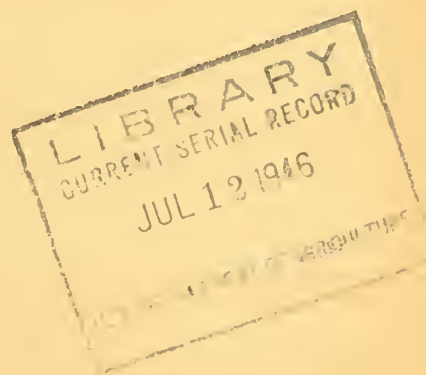
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

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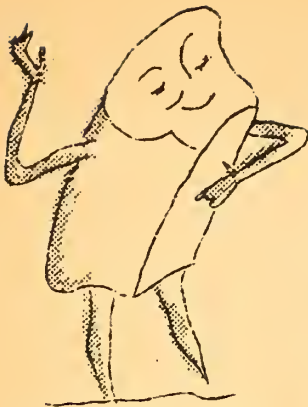
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U. S. Department of Agriculture

Information Service
Production and Marketing Administration

BREAD BAKING FOR BEGINNERS



In his poem "Food and Drink", Louis Untermeyer asked: "What hymns are sung, what praises said for home-made miracles of bread?"

Well, there are probably more praises said for home-made bread nowadays than there have been in many years past. There's no doubt that many a homemaker who's always depended on the corner grocery or the neighborhood bakery for her bread is now baking her own.

A highly skilled process...

And many women are finding that there's a trick to bread making...possibly they haven't yet mastered the art to the extent where they're receiving praises. Perhaps some of them have been asking you questions about it.

For this reason, you might like to have a few suggestions recently made by home economists of USDA for the special benefit of beginning breadmakers.

The specialists warn that the tricky part of bread making for most beginners is the matter of handling the yeast so that it will grow rapidly and make the dough rise. Yeast thrives at a temperature of about 82 degrees Fahrenheit, and if the ingredients or the dough are too hot or too cold, failure is likely to result.

Expert suggestions...

The following three points are of special importance to inexperienced breadmakers:

(1) Milk (which is the preferred liquid for bread making) must be scalded before using so that it won't spoil in the warm dough. After scalding, part of the milk should be cooled to lukewarm and used to soften the yeast. The remainder of the hot milk should be poured over the fat, sugar and salt, and allowed to cook to lukewarm before being added to the softened yeast.

(2) After the flour and liquid have been mixed and kneaded, the dough should be set where it's warm, but not hot, to rise. When it's double in bulk, knead it again. If you don't have time for immediate kneading, simply "punch it down" and let it rise again.

(3) You may find that with the new famine emergency flour, the dough may rise in a shorter time. Allow at least an hour and a half for first rising, and one hour for the second rising. If you want to save time, you may omit the third rising, which most cookbooks advise.

Is it worth it?...

USDA food specialists suggest that you advise your listeners to consider carefully whether the baking of bread at home is really worth the time and effort

required. It should be remembered that it's possible to assure an adequate diet by using potatoes and other foods in place of part of the bread ordinarily eaten in the average family.

The entire process of bread making, by the method most economical of yeast, extends over 5-1/2 to 6 hours, including mixing, rising...kneading and baking. Nutritionists advise that priority on bread and cereals should be given to growing children and heavy laborers, especially those who must carry lunches, and also to low-income families.

Rolls vs. bread...

It's important to start out with a reliable recipe, and then to follow it carefully, to avoid failures and waste of valuable food. It's a good idea to experiment with a single loaf or two before trying a big baking.

Incidentally, rolls usually take less time to make, and can be used instead of bread to provide for one or two meals. The same amount of dough that makes one standard-size loaf of bread will provide about 16 Parker House rolls. Finally, the novice baker should remember that she'll gain skill in bread making through experience.

MORE HINTS ON HERBS

Here are some more hints on the use of herbs, a sort of postscript to the herb report in the June 14th issue of RADIO ROUND-UP. These footnotes on flavor concern meat cookery and also a couple of beverages which are specially popular in the summer...tea and tomato juice. It's easy to make all of them more interesting with the addition of certain herbs.

Beverage popper-uppers...

Cold or hot tea may be deliciously flavored by adding sprigs of curly mint, apple mint, orange mint, spearmint, lemon balm or lemon thyme. And plain tomato juice becomes more tasty when it's allowed to stand several hours with some chopped onion, celery or lovage, basil and tarragon. Before serving, strain it and then serve it cold, with lemon or lime.

And those of you in areas where the local markets offer meat...even though in limited supply...might like to tell your listeners that stews and meat loaves can be made more delicious by adding small quantities of one or more of the following: thyme, sweet marjoram, summer savory, chervil, parsley or celery.

DIVIDING THE SUGAR BIN

U. S. civilians will get 1,753,000 tons of sugar the next three months. This amount for the July-September period is 368,000 tons more than in the past three months. However, this larger tonnage represents only the normal seasonal upswing in sugar usage and will not increase the 73 pounds per capita per year total civilian sugar consumption.

The canning supply...

One reason for the seasonal increase is the greater use of sugar during the summer canning months by both commercial



and home canners. As we told you last week, a second five-pound home canning sugar stamp, good July 1 through October 31, has been validated by OPA. No additional canning sugar stamps will be made available this year.

This summer, there are eight to nine million more people drawing on the civilian sugar supply than there were during the third quarter of 1945 when the armed forces were at peak strength.

FIRST MEETING OF IEFC

The first meeting of the new International Emergency Food Council was held in Washington last week, with representatives of 19 nations attending...Russia did not accept the invitation to become a member.

You doubtless remember that the council replaces the Combined Food Board, which included only the United States, Canada and Great Britain. Other nations may become members of the Council later. This first meeting was concerned largely with organizational matters.

Dr. Fitzgerald chosen leader...

As you may have heard, the council has appointed Dr. Dennis A. Fitzgerald its Secretary-General. Dr. Fitzgerald leaves his post as head of the Allocations and Requirements Branch of the U. S. Department of Agriculture to take up this new work. He is particularly well qualified for the job, not only because of his work with USDA since 1935, but because of the first-hand knowledge he has gained through accompanying Herbert Hoover on his recent world food missions.

SUBBING FOR SUGAR

In connection with the story about the sugar supply for the July-September period, here are suggestions from USDA's Bureau of Human Nutrition and Home Economics about partial substitutes for sugar in canning.

Honey...use honey, if you wish, to replace as much as half the sugar called for in canning.

Corn sirup...corn sirup can replace as much as one-third the sugar called for in canning.

Don'ts...don't use sirups that have strong flavor, brown sugar, or unrefined sirups like sorghum; these may cause food to spoil. Don't use saccharin either, as this may give canned food a bitter flavor.

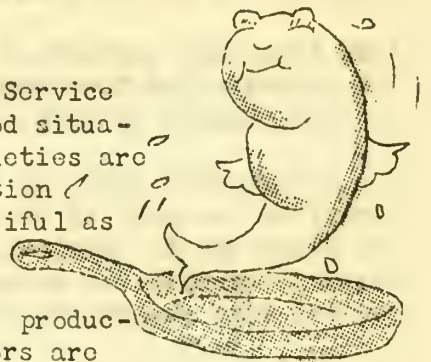
Without sugar...sugar helps canned fruit hold its shape, color and flavor, but isn't necessary to keep fruit from spoiling. If your sugar runs short, put up some fruit without sugar and sweeten it to taste when you serve it. Process unsweetened fruit the same as sweetened.

To make sirup...boil sugar and fruit juice or water for 5 minutes; remove scum. To make a thin sirup, the proportion of 1 cup sugar to 3 cups liquid; for a moderately thin sirup, 1 cup sugar to 2 cups liquid; for a medium sirup (for sour fruit) 1 cup to 1 cup liquid.

This information is from USDA's booklet "Home Canning of Fruits and Vegetables" which gives complete information about the proper methods of home canning. If you haven't a copy, you can get one by sending a postcard request to U. S. Department of Agriculture, Washington 25, D. C.

FISH NEWS

The Department of the Interior's Fish and Wildlife Service at New Orleans reports little change in the seafood situation along the Gulf coast this week. Assorted varieties are found on most markets, but this is the lean production season and the supply of fresh fish is not as plentiful as it has been.



Shrimp still demand top prices because of the light production and steady demand from distant markets. Oysters are still available in the New Orleans area, where seafood lovers eat them the year round, paying little attention to the "r" months when production is at the peak and inland areas expect to find more liberal supplies available.

Crab in the spotlight...

One of the most plentiful fresh items right now is crabmeat from both hard and soft shelled crabs, which have made up a large proportion of the fish landed at Gulf markets during the past few weeks. Since good landings of crab in the fishing area undoubtedly mean increased supplies will reach interior markets, this should be a good time to check with local grocers on the availability of crab meat.

Where crab is more plentiful than other kinds of fresh fish, homemakers may want to look up their favorite recipes and treat their families to this delicacy in one of the many ways it can be served. To begin with...there are crab cocktails, fried soft shell crabs, crab mousse, crabmeat in salads with grapefruit or molded with cucumber jelly.

Frozen fish supply...

The let-up in landings of other fresh varieties, however, need not limit the use of fish on menus to any great extent, because the supply in cold storage is still good. On June 1, the total of all cured and frozen fish amounted to 106 million pounds--almost double the holdings a year ago. Of this amount, about 86 million pounds were frozen and nearly 20 million cured. So, if homemakers don't like crab and can't find their favorite fresh fish available, they might ask for one of the frozen varieties.

FOOD CONSERVATION SURVEY OF HOMEMAKERS

The majority of American homemakers are familiar with the Family Emergency Campaign, and most of them are cooperating by conserving food in many ways. This is the outstanding fact shown by a recent national survey of homemakers made by an independent research organization.

The detailed results of this survey were presented to Chester Davis, Executive Secretary of the Famine Emergency Committee, this week. Mr. Davis said this information was gratifying, and an indication that the informational campaign conducted by radio, press, and other media has been very successful.

Less than four percent of the women questioned were found to be unfamiliar with the campaign for food conservation, and in almost 7 out of 10 states they'd already changed or were planning to change their daily menus.

The information given by the survey is very recent, as the questionnaires were airmailed on April 26 to a country-wide panel of homemakers. The purpose of the study was to obtain helpful information for the use of home economists cooperating with the campaign. The questions were divided into four parts... general food conservation methods, the use of sugar, of fats and of flour.

Methods of cooperation...

Nine important points in the Famine Emergency Campaign were listed, and the homemakers were asked to indicate in the order of their importance the four with which they would be most likely to cooperate. The following were the four most frequently named, in order:

- (1) Eliminate wasting any of the wheat products purchased.
- (2) Eliminate wasting any of the fats and oils bought,
- (3) Turn in inedible fat waste as salvage.
- (4) Can surplus fruits and vegetables.

The specific means by which these homemakers are cooperating are as follows: using less bread; using more potatoes and vegetables; doing less frying and baking; serving more fruit; using less fats and oils; baking with cornmeal and oatmeal when available.

Fats...

They're conserving fats and oils by collecting and using all drippings, eliminating deep frying, rendering excess fat from meat, making single-crust pies, using boiled salad dressings, and by baking and broiling meat and fish instead of frying.

Incidentally, a majority of the women questioned (58 percent) said they think rationing of fats should be reinstated to secure fairer distribution.

Sugar...

Light corn sirup is the most popular substitute for sugar; molasses heads the list as the substitute for baking; maple sirup is the favorite choice for puddings, saccharin for beverages, and light corn sirup for home canning.

Eight out of 10 of the women said they're using more fruit desserts that require little or no sugar. Some conserve by making fewer desserts, but these are just

as sweet. Others have bought more bakery cakes, more cookies, canned or frozen foods, and more packaged puddings. More than three-fourths think sugar rationing should be maintained until the world food crisis is over.

Bread saving...

Half the women who answered the survey questions said they're using more potatoes as a substitute for bread, a little more than half are using more egg dishes, and nearly half are using more vegetables. The following are the three principal methods recommended by nutritionists by which they're conserving flour and wheat products:

- (1) Eight out of 10 are using dried leftover bread for toast instead of throwing it away.
- (2) Seven out of 10 are making potato cakes, creamed potatoes, hash-browned potatoes, potato salad, from leftover potatoes.
- (3) Nearly 7 out of 10 are using dried bread for puddings.

Famine emergency flour...

As of the date of the survey only about 15 percent of the homemakers questioned had purchased and used the new flour. About half expressed the opinion that it would give good results in most or all baking. Most of the women (87 percent) expressed a wish for new and tested recipes to use with the emergency flour.

The foregoing will give you an idea of the results of the educational campaign of the past few months. Next week we'll give you some information based on the results of this homemakers' survey.

THE TEA CAN BE GREEN

Green tea, missing during the war, will soon be back in our markets. It seems that our military forces have found stocks of fine quality green tea in Japan, and arrangements are now being made to ship some to this country.

During the war, the green tea producing areas of China and the South Pacific were in the hands of the Japanese. The only supply that did come out of China was brought from behind the lines by Chinese guerrillas. The tea was carried on the backs of mules, often a distance of 200 miles, and after it reached our forces a considerable amount was flown to this country.

Reasons for the scarcity...

But the blockade of China was not the only reason for the absence of green tea from the market. Our government bought up all stocks in this country to ship to North Africa... chiefly to Morocco and Algeria... under Lend-lease. The people in these countries are Mohammedans, forbidden to consume fermented foods.



Black tea undergoes fermentation in its preparation while green tea does not. Another thing, the alkali water found in North Africa does not mix too well with black tea, while it does with green.

At any rate, green tea is a principal item of food in North Africa and since we needed the friendship of the people in this area, we helped get it with green tea.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Irish potatoes and onions are the best fresh food buys this week, according to USDA's Production and Marketing Administration. Tomatoes and cabbage are also good selections, along with lettuce, carrots and squash. Locally produced vegetables on the best buy list include green beans, peas, cucumbers, fresh corn, okra and turnips.

First choice for fruits is cantaloup with peaches and watermelons a close second. Grapefruit, lemons, oranges and cherries complete the list.

"Best buys" at key markets...

ARKANSAS: Little Rock.....Irish potatoes, tomatoes, cabbage, cantaloups

COLORADO: Denver.....Apricots, sweet cherries, bunched boets, cabbage, cauliflower, lettuce, onions, green peas, Irish potatoes, watermelons

KANSAS: Manhattan.....Irish potatoes, cabbage, melons, small fruits

LOUISIANA: New Orleans.....Lettuce, onions, tomatoes

Shreveport.....Irish potatoes, green peas, tomatoes, squash, lemons, peaches

NEW MEXICO: Albuquerque.....Cabbage, carrots, Irish potatoes, yellow onions, lettuce, grapefruit

Gallup and Santa Fe

Las Cruces and Silver City...Tomatoes, Irish potatoes, onions, carrots, squash, cabbage, celery, oranges, lemons, grapefruit

Alamogordo.....Irish potatoes, onions, squash, turnips, cherries, apricots, poaches

Tucumcari.....Irish potatoes, cabbage, onions, carrots, celery, turnips, squash, green beans, lettuce, cucumbers, cantaloups

OKLAHOMA: Oklahoma City....Beans, carrots, cantaloups, lemons, lottuce, onions, Irish potatoes, tomatoes, watermolons

TEXAS: Amarillo.....Onions, lettuce

Austin.....Irish potatoes, tomatoes, onions, fresh corn, peas, cantaloups, cucumbers, squash, okra

Dallas.....Irish potatoes, onions, tomatoes, cabbage, green beans, watermolons, peaches, cantaloups, lettuce, celery, okra